

LIFE



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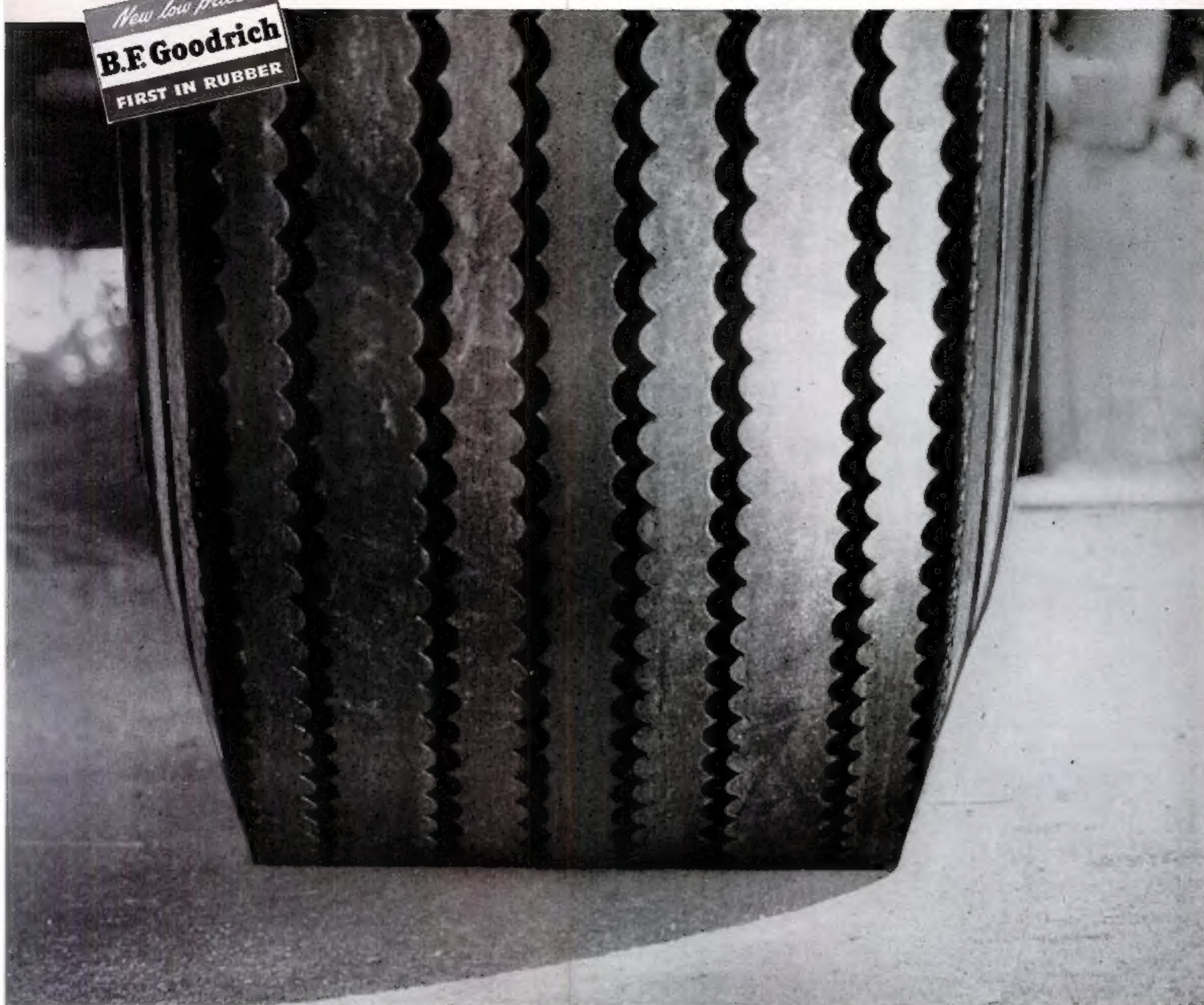
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Big price reductions were announced a few weeks ago. All popular sizes are now less than before the war. You get an allowance for your old tires too.

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Goodrich tires have been tested by taxicab fleets too, by state police departments and many others.

B. F. Goodrich has now done two things: (1) improved quality, (2) reduced prices. You get the benefit of both today!

B. F. Goodrich Silver Towns have the wider, flatter tread that puts more rubber on the road to share the wear. They have a stronger body and a double shock-absorbing breaker strip to protect against bruises and accidental damage.

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per tire today, and yet he'll still make a good allowance for your old tires. If you need tires, see him now and talk it over. You can buy right from stock without waiting. Don't be satisfied with ordinary tires when you can easily get B. F. Goodrich, the tires that outwear prewar tires! *The B. F. Goodrich Company, Akron, Ohio:*

B.F. Goodrich
FIRST IN RUBBER

This One



97P5-94J-F9H1



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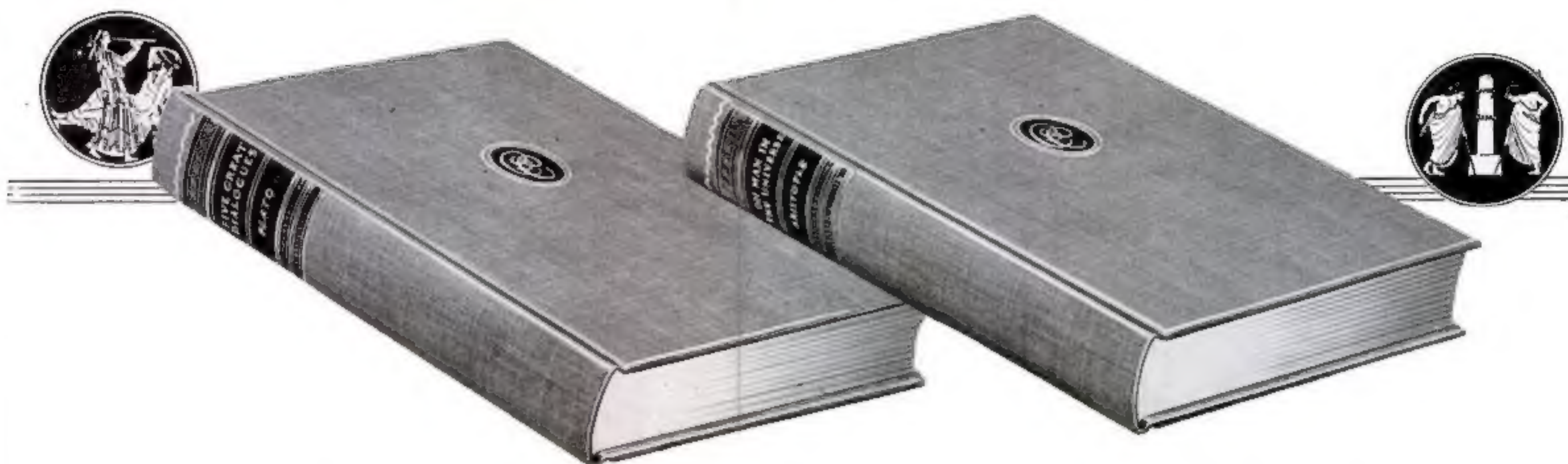


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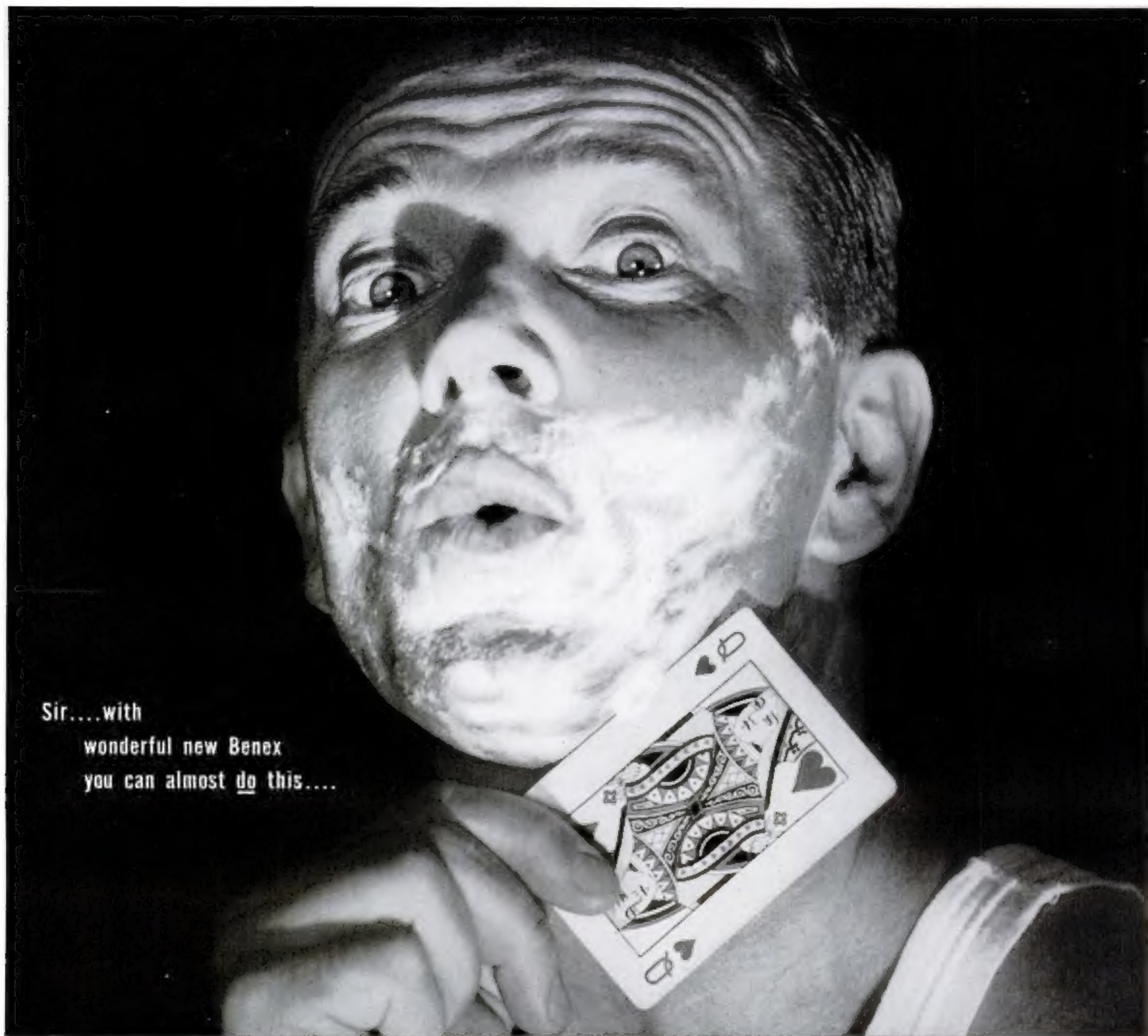
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Keeps whiskers soggier than milk toast!

Just smooth wonderful Benex on your wet face. In seconds it's dissolving that tough, oily, razor-fighting hide off your bristles. Your whiskers get thirstier

than a desert in a dry spell. And Benex *keeps* 'em moist all shave long!

They're almost washed away!

It's a fact, Man! Water-bearing Benex gets those bristles so wet they're setups for the blade! Breeze through your shaving and then look at the face you find! Fresh as the morning and twice as smooth! Get Benex, Bub. Get it!



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Did you ever

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Compare the cars in number of QUALITY FEATURES

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The quality you get at the price you pay is the real measure of Value.

Now you can measure the new cars by that yardstick. You find that the newest Plymouth is in the lowest price field. Yet it gives you 20 of 21 quality features of high-priced cars.

Neither of the other leading low-priced cars gives you half as many of these quality features. No other car gives you all of these features at

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If it's VALUE you want it's PLYMOUTH you want



"Sorry, Miss, this is a private party!"



1. BUTLER: Airborne crashers! Really, what won't you people think of next!

PSYCHE: My dear man, I'm not a crasher. I'm Psyche, the young lady from White Rock, and I wish to be led to the bar.



2. BUTLER: If you so much as touch the drinks, I shall have to tell my boss!

PSYCHE: Silly fellow. I'm not going to *drink* them, just mix them. Don't you know that White Rock's mineral tang makes drinks taste better tonight and its alkaline effect makes folks feel better tomorrow?



3. BUTLER (next A.M.): Compliments of the boss for the best drinks and best morning after in his long career as a host. He wishes you to accept this sparkler.

PSYCHE: Really, I couldn't accept. The only thanks I want is this: next time you shop, don't say "club soda," say "White Rock"—the sparklingest of them all.



Look for Psyche,
symbol of
America's finest mixer

White Rock

Sparkling Water



KEEPS YOU SPARKLING, TOO!

LETTERS TO THE EDITORS

JULY 4

Sirs:

I am a sentimentalist, and on the morning of this Fourth of July, while listening to the radio give out with George M. Cohan's famous melodies, I felt the surge of patriotism that I have not known since marching with the infantry some four years ago.

Your picture story, "This Pleasant Land" (LIFE, July 7), added to the quiet thrill. It is wonderful that you took a moment to portray the simple, basic quality of our country.

DAVID T. SQUIRES

Rochester, N.Y.

Sirs:

The series of pictures on a beautiful and peaceful America filled me with joy. For a time I was able to forget how our depressions and tariffs have played hell with the world economy, and that we are guilty for part of the terrible suffering the world is trying to endure. . . .

HARRY E. WILLIAMS

Dayton, Ohio

OMAHA'S DREAM

Sirs:

I wish to thank you for the splendid publicity given our city and our improvement and development plan ("An American City's Dream," LIFE, July 7).

The interest which our plan had aroused, nationally and internationally, will be heightened materially by this fine tribute from LIFE. In fact each day's mail brings us comment and inquiry from all parts of the country. . . .

CHARLES W. LEEMAN
Mayor

Omaha, Neb.

Sirs:

. . . Your article came as a timely shot in the arm. It should help speed an American city's dream to fulfillment.

TED HAAS

Omaha, Neb.

Sirs:

"But the sum total of all the dreams is a healthy ferment in American life—an eagerness . . . for a better town and better world. . . ." If that's the case, let's all get to work and quit taking up valuable time painting our picture of atomic Armageddons.

I am not merely talking. I've been "fermenting" too—for about a year and a half. Settling down to peaceful living at last, I felt that something was demanded of me to show my ap-

preciation of these precious moments lived since the firing stopped. And I figured there was something more tangible I could do about the writing of the peace than to worry over the newspaper headlines and shudder at the voices coming over the radio. So I went to work, and I'm still working. As an average housewife with just enough money and two small sons, my resources in time and energy are not unlimited, but I've got my dreams and my determination to do my part, for democracy is a deep and personal faith of mine and I think the place to prove it is here and now. . . .

Mrs. PAUL EAKIN

Bunkie, La.

MEXICAN WAR

Sirs:

Historian Lloyd Lewis in his article on the Mexican War (LIFE, June 9) failed to mention a distinguished and gallant officer—Major General William Jenkins Worth. Worth enlisted



MAJOR GENERAL WORTH

in the U.S. Army at 18 for the War of 1812, was commandant at West Point from 1820 to 1828, led his division of regulars to victory at Vera Cruz, Cerro Gordo, Jalapa, Puebla, Chapultepec and on to the capture of Mexico City.

I suggest Mr. Lewis walk down New York's Fifth Avenue to 25th Street and Broadway and read General Worth's military record carved in stone on a monument erected to him in 1857. Fort Worth, Texas; Lake Worth, Fla., and Worth Street (New York City) were all named for him.

MARGARET H. WOODRUFF
Coronada, Calif.

THE FARMER

Sirs:

Some days ago I read your editorial "The Farmer" (LIFE, May 5).

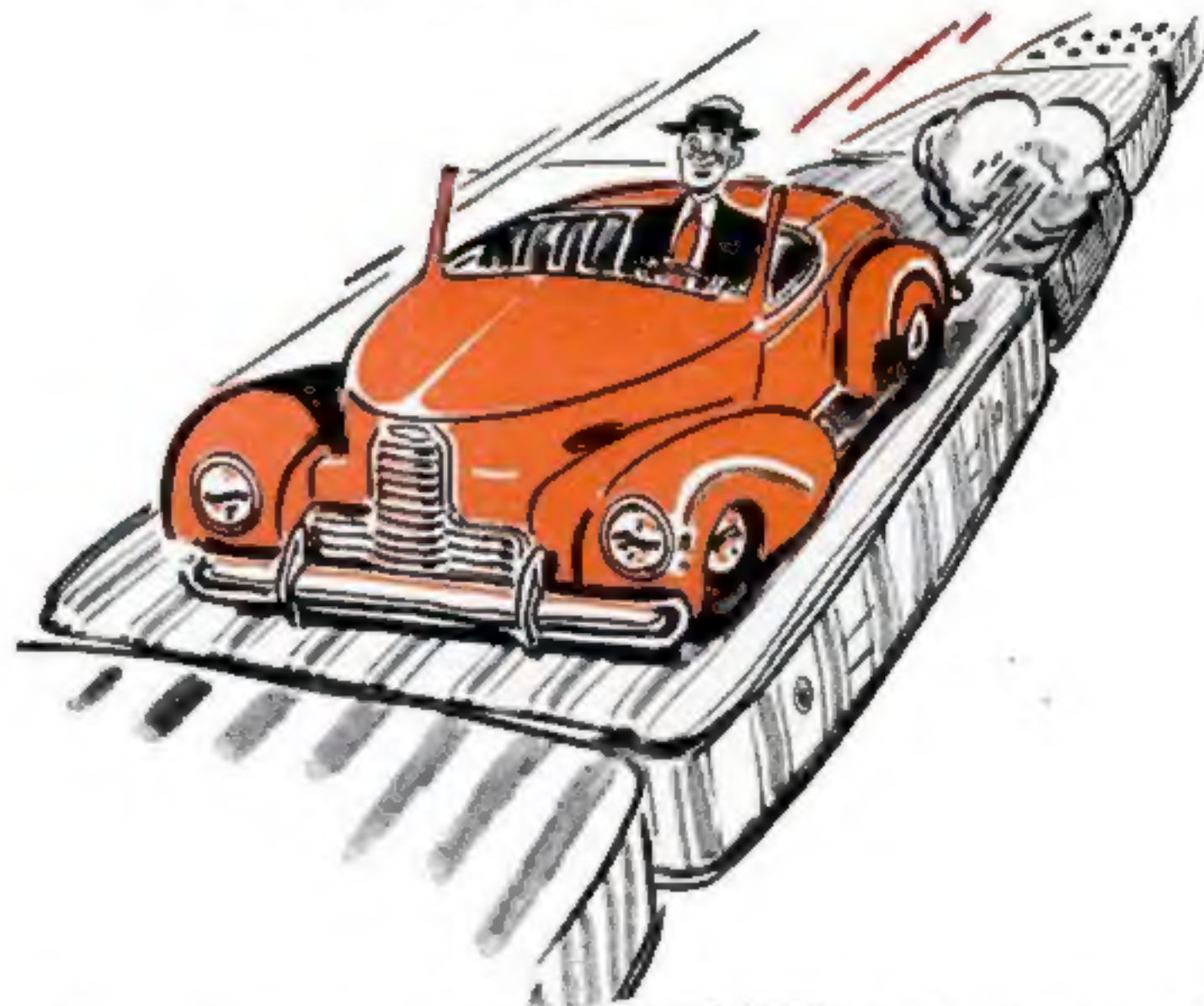
The editorial makes interesting reading, it is cleverly done, and I find myself in agreement with a great deal that is said. There are some errors, but these are incidental. For example, the statement is made that the agricultural budget makes provision "for more than \$160 million to maintain parity prices plus 10%. . . ." I am sure your writer meant to say "parity prices less 10%. . . ."

What rather surprises me about the editorial is the continuous question which runs through it—that is, the question as to whether American farmers either need or are entitled to an agricultural program or any form of government assistance beyond "centralized research and counsel."

With reference to the statement that it is debatable as to whether or not support prices encouraged farmers to increase production, I have turned back to an earlier LIFE, the issue of May 25, 1942. As you may recall, at that time there was consider-



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MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Marfak's got what it takes to protect the vital bearings and wear-surfaces of *your* car. This tough, hard-working chassis lubricant stands up to road pounding and *stays* on the job—not for just a couple of hundred miles, but for 1,000 miles and more. And the "cushiony" driving you experience is sure proof your chassis gets *lasting* protection. Applied by chart, never by chance. Ask your Texaco Dealer to give your car that "Marfak feeling" today.



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CONTINUED ON NEXT PAGE

Men love hair with this natural glory!

Men know how irresistibly charming is a woman's hair that gleams with natural highlights and shadows—sparkles with silken softness—delights with clean fragrance. Crown of carefree curls, or smart upsweep—it's your natural hair-appeal that captivates men. Women of all ages are discovering that Lustre-Creme Shampoo brings out the fullest natural glory . . . quickly . . . easily . . . inexpensively. Not a soap, not a liquid, Lustre-Creme Shampoo is a new dainty cream that whips instantly into creamy rich lather in hard or soft water . . . swiftly sweeps dullness away. Out of her wealth of cosmetic lore, Kay Daumit combined gentle lanolin with special secret ingredients to achieve this almost-magic new cream that offers shining new appeal and obedience to your hair. Try Lustre-Creme Shampoo. At cosmetic counters.



The cream shampoo
for true hair loveliness.



Four ounces, \$1.00;
Family 1 lb., \$3.50;
also 30¢ and 55¢ sizes.

See how a fingertipful
of Lustre-Creme Shampoo
bursts into heaps
of fragrant lather. And
see how tampering it
leaves your hair! Not dried
—not dulled—not unruly—
but silken soft, responsive,
sparkling as if you'd
given it a hard brushing.

Lustre-Creme Shampoo

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LETTERS TO THE EDITORS

CONTINUED

A. HAMILTON

Sirs:

In the interests of historical accuracy your readers will want to know it was Andrew Hamilton, a Philadelphia lawyer, who laid the groundwork for U.S. freedom of the press. Andrew Hamilton died in 1741, 16 years before Alexander was born. Andrew defended John Peter Zenger, publisher of the *New York Weekly Journal*, against charges of seditious libel of Governor Cosby of New York (1734-35), for which Zenger was arrested and imprisoned. Hamilton asserted in court that Zenger could not be put in jail for libel if his statements were proved true. Zenger was acquitted. The trial helped to establish freedom of the press in the U.S.

EDWARD L. BERNAYS
New York, N.Y.

Sirs:

My Hamilton page in *LIFE* seems to have stirred up a bit of historical controversy. I have heard (and undoubtedly you have too) from a number of readers who seem to think that I got my Hamiltons mixed in connection with the "freedom of the press" in those early days. I am hastening to assure you that I didn't.

The Zenger case in 1734 occurred, of course, before Alexander Hamilton was born. It is an interesting coincidence that the great lawyer in the Zenger case was also named Hamilton (Andrew). I can see why you might have thought I had confused Andrew and Alexander because I referred to the latter as having "laid the groundwork for freedom of the press." Undoubtedly this statement could apply to the Zenger case. But I think it can equally apply to the Croswell case (to which I was referring) before the Supreme Court in Albany.

Croswell was the editor of an obscure Federalist journal which charged that Jefferson had paid the notorious Callender to slander Washington and Adams. The same charge had appeared in other larger and more substantial journals, but Croswell was picked as the man of whom an example could most easily be made for the benefit of its monitory effect upon the entire Federalist press. Croswell was prosecuted for libel and convicted after what was essentially a political trial. The case attracted Alexander Hamilton's attention. He took up the appeal. In the final argument he spoke for six hours. Chancellor Kent said, "It was the greatest forensic effort of his life." He undoubtedly stopped a trend which seriously threatened a free press at the very threshold of the new republic's life.

ARTHUR H. VANDENBERG
U.S. Senate
Washington, D.C.

Sirs:

I question Senator Vandenberg's reference to Hamilton as the "most constructive statesman" of his time.

In the Madison diaries Hamilton is quoted as having said in the Constitutional Convention of 1787 that the "rich and well-born" should have a permanently predominant role in government, in order to protect the nation from the "turbulence" of the common people. To this end he proposed a senate and executive elected for life from among the wealthier, propertied classes. Not even the most staunch conservative of today would refer to such a program as "constructive."

Hamilton urged the convention to

able concern in America about the strength of the Axis powers, a real fear that some of us might go hungry and an all-out drive to win the war. With respect to the agricultural program which at that time featured production goals and price supports, your article said:

"Thus, while lengthening days hastened the decisive battles of 1942, there moved across the U.S. the spring campaign that may decide them all. America this spring planted according to a plan. The ultimate objective is to win the war by feeding ourselves and our allies and then to write the peace by guaranteeing to the captive peoples security from starvation. Enforced by the U.S. Department of Agriculture's powerful system of price controls, bounties and penalties, the plan is bringing about a major reorganization in the map of the nation's farmlands."

Fortunately farmers did plant according to plan in the spring of 1942, and food production was increased 10% in 1942 and an additional 10% in the two or three years following so that food production is now running about 20% above the production for 1941.

This brings me to a second point. Perhaps farmers might have increased production under a free price system, but instead they were assured of reasonable supports in the year or two immediately following the end of the war and ceilings were placed on food. I have no way of estimating where food prices might have gone if ceilings had not been imposed, but they certainly would have been far above the food prices which, I suspect, really called the editorial we are discussing into being. At the same time it seems to me that we are under considerable obligation to see that these commitments are carried out, and the relatively small amounts of money which have so far been spent indicate that the support-price program was a good investment indeed.

In conclusion I should like to say a word about the bright and exciting future for commercial farmers, including those "who can 'make' wheat for less than 60¢ a bushel." If my memory serves me correctly, there were a considerable number of such farmers in the U.S. in 1929, but most of them had considerable difficulty surviving the years 1930-32. I think you will find that with few exceptions the efficient commercial farmers are cooperating in our conservation and marketing programs, and I, of course, agree that the outlook for such farmers is not only bright but exciting, provided the rules of the game are so set that they can operate and bargain on an equal basis with American business, with American labor and with those to whom they must sell in the foreign market.

CLINTON P. ANDERSON
Department of Agriculture
Washington, D.C.

● *LIFE*'s thanks to Secretary of Agriculture Anderson for an authoritative letter. As he points out, our editorial should have said "parity prices less 10%." We agree with him and with ourselves as of 1942 that the government was right to mobilize our farm resources during the war. The question now is whether, in view of present market-price incentives, Congress should not take a second look to see if federal funds are still needed to encourage crop planning.—ED.

CONTINUED ON PAGE 10

RKO's PIC-TOUR OF THE WEEK



"MAGIC TOWN"

STOPS TRAFFIC, starts riot, in *Magic Town*. It's a riot of laughs, when JAMES STEWART joins boys in uproarious basketball sequence that ties up busy town square. Lovely JANE WYMAN co-stars in this ROBERT RISKIN production, hailed as a film of memorable magic moments.



"THE FUGITIVE"

STRIKING beauty of DOLORES DEL RIO dramatically reappears on the American screen in *The Fugitive*, a new motion picture directed by John Ford. HENRY FONDA, PEDRO ARMENDARIZ co-star with Miss Del Rio in this powerful and unusual drama. An Argosy Picture.



"TYCOON"

LUSTY LOVE MAKING of rugged bridge builder, JOHN WAYNE, sweeps haughty aristocrat, LARAINÉ DAY, off her feet in this scene from RKO's *Tycoon*, filmed entirely in Technicolor on an epic scale. The Andes is colorful locale for the tumultuous action, high voltage romance.



"THE MIRACLE OF THE BELLS"

ELATED over their top roles in RKO's *The Miracle of the Bells*, FRED MacMURRAY and FRANK SINATRA grin broadly as they huddle with producers Jesse L. Lasky and Walter MacEwen and Director Irving Pichel. Film version of the current best seller is now before the cameras.

THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE



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Clean out rust with DU PONT Cooling System CLEANSER

Before your engine is ruined by overheating, clean out rust and scum in the radiator. Just pour in a can of DU PONT COOLING SYSTEM CLEANSER, run the engine 30 minutes or more, then drain. No reverse flushing is necessary. It dissolves rust—cleans thoroughly, quickly, and safely.



Then keep out rust with DU PONT Acid and Rust INHIBITOR

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Avoid radiator leaks with DU PONT Cooling System SEALER

You can stop leaks quickly and securely—and make cooling system LEAK-PROOF—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

LETTERS TO THE EDITORS

—CONTINUED—

make the executive's position permanent and unimpeachable, which would have made for nothing less than a king of the U. S. He looked with disfavor on the republican form of government, he argued for the encouragement of child labor and wanted no one to vote but those who possessed a certain amount of real property.

In fine, his proposals were a compromise between the necessity to appease the republican demands of the populace and the desire to preserve the domination of the wealthy over the people as a whole.

S. GELLERMAN

Columbia, Mo.

Sirs:

Your article on the Burr-Hamilton duel contains some errors as to the facts and it makes use of certain unwarranted adjectives in describing Vice President Aaron Burr.

It is not known that Hamilton "fired a chivalrous shot into the air." Such was the claim of his supporters. Burr's friends said that Hamilton took definite aim and fired first.

It is not true that Burr "had fled to the South" before Hamilton died. He remained in New York City for almost two weeks, then made a trip to South Carolina, Georgia and Florida. He traveled in his usual manner, under his own name, and he was received with much honor and ceremony at Savannah and elsewhere.

It is not true that Colonel Burr "lived out the rest of his long life in fear and disgrace." He did not know fear. The term "disgrace" has been applied only by his numerous enemies.

It is objectionable to speak of Aaron Burr as a bitter, vindictive man. He was abused and persecuted unmercifully for a period of many years but bore the attacks of his enemies with calmness and courtesy which often confounded those who opposed him. The duel with Hamilton marked one of the few times he stooped to notice a calumny.

S. E. BURR JR.
Executive Director

The Aaron Burr Association
Arlington, Va.

Sirs:

... That just isn't the way I heard it. . . .

CHARLES R. BURR
Los Angeles, Calif.

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That gleaming new Mercury waiting at the door is a standing invitation to go . . . to wander around town . . . to take an afternoon ride in the country . . . to set out on a week of travel . . . in a car that's more fun to drive!

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More OF EVERYTHING YOU WANT WITH *Mercury*



White sidewall tires at extra cost, when available



Tchaikovsky's overture-fantasy, "Romeo and Juliet," which Peter Lauck has interpreted for the Capehart Collection, was composed, according to tradition soon after a young French singer whom Tchaikovsky adored had suddenly married another. In this painting set in a Verona courtyard, the artist shows the two lovers in desolate embrace. At the left is the Capulet orchard; Juliet sadly turns her face from the dawn's arrival, for on this new day she and her lover must part forever. Reproductions from the Capehart Collection may be obtained at nominal cost from Capehart dealers or the Capehart Division.

The shortest distance from Tchaikovsky The distance from composer's score to orchestral interpretation is short, if the orchestra be a great one. And, the distance is scarcely further when you listen to music played on the new Capehart. This magnificent instrument translates the clear, transparent harmonies of early church music, the passionate eloquence of Tchaikovsky, the darting tonalities of Stravinsky with a perfection of realism never before attained in musical reproduction. "The world's finest instrument for musical reproduction" is truer than ever of the present luxurious Capehart.

THE CAPEHART

THE PANAMUSE



Standing after dinner on the veranda of an arbored country place, you will hear the majestic tones of this instrument, or in a Riverside Drive apartment its glorious voice will speak. For this superb phonograph-radio belongs to those who appreciate, and can afford, the best. The exclusive Capehart record-changer plays up to 16 records (32 selections), 10-inch and 12-inch, intermixed, continuously turning them. Illustrated is the magnificent Early Georgian (Soon, Capehart television receivers, too, of the same character will be available for your pleasure.) The new Capehart \$1145 to \$1750.

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leaves hair parched and brittle



Summer is your hair's toughest opponent. Sun bakes out scalp oils. Wind dries them. Your shower washes away what may be left. Net result: dull, brittle, hard-to-manage hair. But... not yours, friend, if you...

Use the Vitalis "60-Second Workout"



1. 50 seconds to massage Vitalis on your scalp. As you rub it on briskly, Vitalis' pure vegetable oils work with natural scalp oils... prevent dryness... protect your hair against sun, wind, water. Your scalp feels refreshed, invigorated, stimulated.



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At drug counters and barber shops everywhere.

Keep hair handsome
with the **Vitalis**
"60-Second Workout"

Product of Bristol-Myers

ON A PEDESTAL



AT LEADING STORES EVERYWHERE

GOTHAM HOSIERY COMPANY, INC.

200 MADISON AVE., NEW YORK 16, N. Y.

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OFF STAGE "THE BLACK MENACE" GLOWERS AS COSTARS "BILL" AND "COO" BILL AND COO



HONEYMOON STARTS AFTER THE HERO WINS

SPEAKING OF PICTURES

***... BIRDS STAR IN NEW
FILM, "BILL AND COO"***



CROW-RAID ALARM goes off while many citizens of Chirpendale are in theater. They scramble out and take shelter. Later the crow is destroyed by Bul's atomic trap.



BABY DUCKS propel the bird filled swan boats in Chirpendale Park. Ducklings hated the water and birds loved to jump in, creating difficulties for Bul and Coo technicians.



500 BERRIES FOR CATCHING THE VILLAIN

The pictures on these pages from Republic's new movie *Bill and Coo* are tokens of the gloomy contention of the producer, Ken Murray, that movie stars belonging to the species *homo sapiens* are washed up and the birds are ready to take over. The cast of *Bill and Coo*, an avian romance laid in an imaginary U.S. town called Chirpendale, consists of 273 birds, a guinea pig, kittens, monkeys, a chipmunk, a puppy, a baby alligator, a horned toad. Photographed in color, the birds' story runs almost 80 minutes during which no human face or form is seen.

No newcomer to strange breeds of actors, famed Vaudevillian Ken Murray for the last 5 years has been packing Hollywood's El Capitan Theater with a

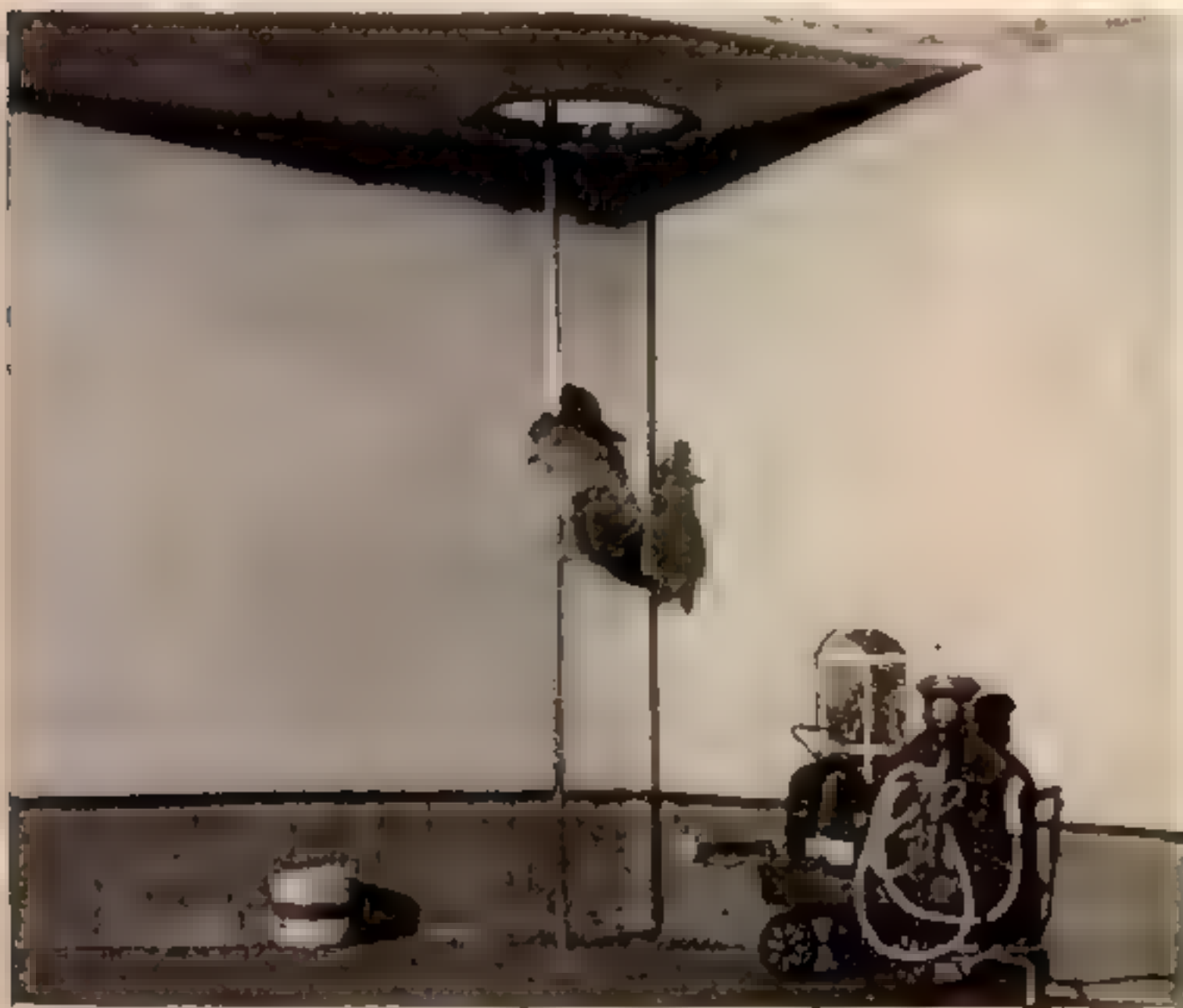


COO GIVES BILL AFFECTIONATE PECK AS THEY RIDE ON ROOF OF CHIRPENDALE TROLLEY

raucous oldtime variety show called *Blackouts*. In it he has at one time or another dealt with gorillas, lady magicians, skunks, a Chinese comic, a camel, a bow-and-arrow champion, a rope-twirler and a 60-year-old lady acrobat. When a bird-trainer named George Burton brought his lovebird act around, Murray was so impressed that he dreamed up a starring vehicle for it, had miniature sets built and a lovebird story written. Dirt cheap to make (*Bill and Coo* cost about \$250,000, one quarter the cost of a rock-bottom "A" picture), a bird picture, nevertheless, has its distinct disadvantages. On the day of her screen wedding, Actress Coo grew neurotic, threw herself, wedding finery and all, into the lake.



VISITING CIRCUS HAS ALL THE TRIMMINGS

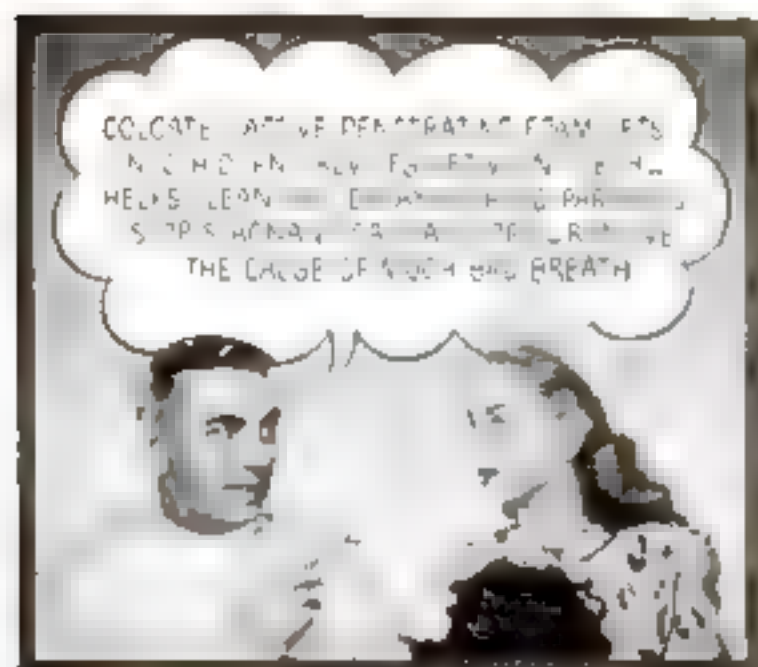
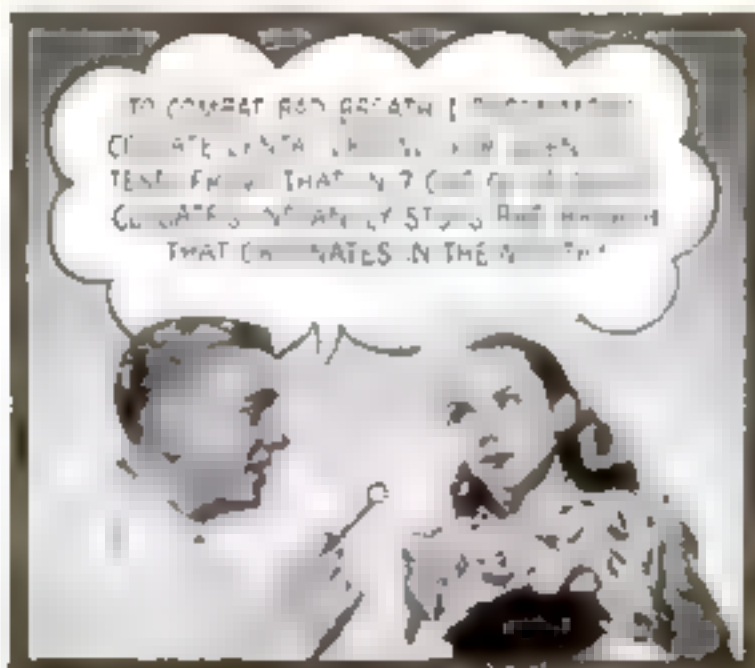


DOWN THE POLE in Chirpendale firehouse slides an intrepid fireman as Heroine Coo is trapped in penthouse of Wren's Rest Hotel which the Black Menace has set afire.



CHIRPENDALE MONUMENT, reminiscent of the human one at Kitty Hawk, celebrates milestone in bird history. Indebted to the Wrong Brothers: chickens, ostriches.

*This Vacation's Really
on the Rocks!*



COLGATE DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



Always use
COLGATE DENTAL CREAM
after you eat and before
every date

SPEAKING OF PICTURES

CONTINUED



KEN MURRAY poses with members of his *Bill and Coo* cast, many of whom have already appeared with him on the stage in his successful show, *Blackouts*.



ON THE SET Trainer George Burton tries to get some action out of baby alligators. In the movie reptiles are part of "Starling Bros." circus sideshow.



BIRD'S-EYE VIEW of the circus tent shows Chirpendale audience watching performance. The cameras are shooting both 16-and 35-mm. color film.

"I prefer the New Mint Cocktail Gum"

says

JINX FALKENBURG

STAR OF SCREEN AND RADIO

"This new blend of mint flavors
is the best pepper-upper ever!"

But wait a minute, Jinx, you never need peppering up, do you? "I certainly do," replies vivacious Jinx Falkenburg, "What with my new radio program and my new baby and all, I'm often on the go 14 to 16 hours a day! So now, whenever I start feeling limp—well—I just reach for another stick of MINT COCKTAIL. Its new, bright, different flavor really keeps me on my toes!"

Right, Jinx! This new Warrens MINT COCKTAIL Chewing Gum is truly *different*—truly *stimulating*! And the reason's clear: Our master craftsmen have been able to COMBINE in one secret formula all the ZIP and PEP and TASTINESS of the nation's most popular mint flavors.

Buy a pack today and see if you don't agree with Jinx Falkenburg. Just ask for MINT COCKTAIL.



IT'S IN THE BLEND!...The real secret of the new Warrens MINT COCKTAIL Chewing Gum is in its new original *blend* of natural mint flavors. Discovered after two full years of laboratory research, it gives you all the mint flavors you've ever enjoyed combined into one bright, *different*, *stimulating* taste. Yes, in every sense of the word, MINT COCKTAIL is...**"BREATHTAKING!"**

"THE PERFECT TENNIS COMPANION," says crack player Jinx Falkenburg: "I like the new MINT COCKTAIL Gum! With its most refreshing taste my mouth never gets dry! Notice at tennis matches, at the golf club, wherever smart people gather—how often you'll see that attractive pack of Warrens MINT COCKTAIL Chewing Gum!"

The NEW...the BREATHTAKING...the ONE and ONLY

Mint Cocktail Gum





A NEW WEAPON?

NO, what you see above are bristles (highly magnified) of an unrounded tooth brush.

Notice how *jagged* the ends are.

The bristles of a Pro-phy-lac-tic Prolon Tooth Brush are *different*. They're gently *rounded* at the ends by an exclusive patented process. (See photomicrograph at right.)

Pro-phy-lac-tic Prolon is the *only* tooth brush that has these round-end bristles, especially designed to be *gentler* to your gums.

Many authorities say that, with your dentist's advice, you should use your tooth brush not only to clean your teeth, but to massage your gums as well. Pro-phy-lac-tic Prolon round-end bristle serves both purposes: it helps brighten enamel *and* it permits healthful, *gentle* stimula-

tion of the gums from the first day you use it.

In these days of widespread gum disorders it's just good common sense to follow your dentist's



advice about massage . . . and to give your gums the benefit of gentle round-end bristles.

Pro-phy-lac-tic Prolon Tooth Brushes are available with the famous end-tuft which makes it easier to reach hard-to-get-at places between back teeth, or in the two-row professional style preferred by many dentists.

In either type you get Prolon, our name for the finest grade of synthetic bristle, *plus* scientific grouping of the bristle tufts to permit easy rinsing after use; *and* you get a 12-month guarantee.

Remember these Pro-phy-lac-tic Prolon "extras" when you buy a tooth brush.

PRO-PHY-LAC-TIC BRUSH COMPANY
Florence, Mass.



Be Good to your GUMS... use a

PRO-PHY-LAC-TIC PROLON TOOTH BRUSH

LIMITED TIME VACATION SPECIAL!

**2 TOOTH BRUSHES FOR
THE PRICE OF ONE**

You get a Pro-phy-lac-tic Child's Tooth Brush *free* with each purchase of a Pro-phy-lac-tic Prolon Adult Size Tooth Brush . . . during the months of July and August only. A 60¢ value for only 49¢. It's a 24¢ saving . . . in keeping with the times!

Offer good only in Continental U.S.A. and Hawaii.

LIFE'S REPORTS



IN MEN'S CLOTHES, which she wore well in some of her many disguises, Radiant Jade rests after a horseback ride during a vacation from spy duties.

JAPAN'S MATA HARI

by JIM BURKE

BY CABLE FROM PEIPING

When China's Manchu dynasty was overthrown in 1911, Dr. Sun Yat-sen's young revolutionaries did not liquidate all of the royal family. In the case of a 4-year-old girl named Chin Pi-hwei (Radiant Jade) this was an unfortunate oversight. Radiant Jade, now awaiting trial in Peiping for war crimes, is usually referred to in the Chinese press as "The Queen of Spies" or "The Mata Hari of the East." They also call her "The Human Devil."

The daughter of the great Manchu Prince Su, Radiant Jade was rescued from the revolution by Ryosutsu Kawashima, one of the prince's Japanese advisers and a member of the imperialist Black Dragon society which was already plotting the conquest of China. He took her to Port Arthur, renamed her Yoshiko ("Beautiful One,"), and raised her as he would a warrior son. Once her foster father slashed open her hand with a sword when she violated the spirit of *Bushido* by picking up a coin in the street. Later Kawashima himself forgot *Bushido* long enough to seduce her.

It was a little later when the chief of the Black Dragon society, bearded Mitsuru Toyama, took Radiant Jade under his wing. And it was not long after that when he arranged for her to marry the son of a Mongol prince at Tsitshihar. Toyama hoped this would help Japan in establishing a continental base in Asia. But court life in Tsitshihar proved dull for Radiant Jade, and after a year she left her husband for the gay life of Peiping.

If this shook Toyama's faith in his lovely Manchu agent, it was restored in 1931 when Radiant Jade turned up in Port Arthur with the Japanese general who was preparing the conquest of Manchuria. Thereupon she disguised herself as a man and toured the northeast, gathering excellent intelligence on Chinese defenses. She abandoned the disguise only once when she spent a brief period in a Mukden brothel pretending to be a Korean prostitute. Manchuria's Chinese officers always asked for Koreans.

When Japan took Manchuria and renamed it Manchukuo, Jade settled down for a while. Occasionally she vacationed in Japan with such estimable friends as Hideki Tojo, Prince Konoye and Yosuke Matsuoka. But even greater days were to come.

They began in 1937, after the Japanese occupied Peiping. Radiant Jade moved in with them and commandeered a luxurious house. She had it equipped with secret rooms and passageways, always prudently doing away with the carpenters after they had made the improvements. By this time the Japanese had recognized Radiant Jade's many and varied services by making her a *sze-ling* (military commander), and she loved to dress up in a full general's uniform and to use the big, red, official seal. She asked her gentlemen friends to call her "commander."

Radiant Jade was very busy in Peiping and very successful financially. She used her position to organize a number of lucrative

All the way from
"sweet and low"
to "extra loud"!



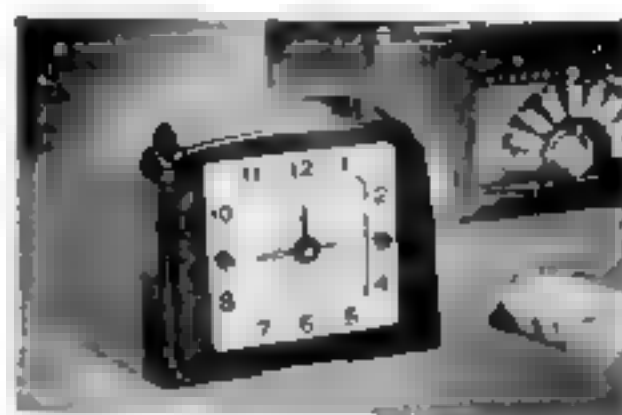
Meet the handsome new General Electric Alarm Clock that has "Select-A-Larm" . . . the personally selected "wake-up"!

Select-A-Larm is an exclusive General Electric feature that permits you to control your alarm volume. Sleep light? Set the volume control to "whisper." Sleep heavy? Set the volume control to "shout." Sleep normally? Pick any volume of "wake-up" between these extremes!

Every Man's Alarm Clock!

The HERALDER is truly "Every Man's Alarm Clock!" Split-second accurate, always awakens you on time! And, like other General Electric Alarm Clocks, the HERALDER is quiet, accurate, and the *last word* in dependability. You just plug it in and let it go. \$4.95, plus tax. Also available with luminous hands and hour dots. \$5.95, plus tax.

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The "Tune-Alarm!" Now, thanks to General Electric, you can awake to sweet strains of music! (It also has an alarm.)

Simply plug your radio into the back of "Tune-Alarm," set radio dial to desired station and turn clock button to "automatic." The new "Tune-Alarm" banishes those early morning blues . . . replaces them with cheery

radio music. \$7.95, plus tax. General Electric Company, Bridgeport 2, Conn.

General Electric Clocks

The Clocks Most People Want Most

GENERAL  ELECTRIC

CONTINUED ON NEXT PAGE



"At lunch the first day the others at the table were friendly. But soon I felt them change. Then as they left the table I heard that whisper... 'B.O.'!"



"Next day I got some Lifebuoy—and from then on I've been using it every day! Now I'm sure of all-over and long-lasting protection against 'B.O.'!"



"They were whispering about me! I never was so embarrassed. My whole vacation was spoiled as I just couldn't face those people again."



"I notice now that people are friendlier toward me. Everybody should realize that it really doesn't pay to take chances with 'B.O.'"



A PRODUCT OF
LEVER BROTHERS COMPANY

HOW TO STEP UP PROTECTION AGAINST "B.O." (body odor)

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." faster, gives you longer-lasting protection, you won't ever miss your "BATH A DAY THE LIFEBOUY WAY!"



BLACK DRAGON Toyama, who trained her, holds hands with Jade.

rackets, and she blackmailed a succession of prominent lovers. To one Chinese editor who tried to leave her prematurely, Jade sent a gentle note: "Second brother, have you changed toward me? If so, please do not blame me for any discourtesies." Remembering the carpenters, the editor hastened back.

Bored with this life of ease, Radiant Jade next popped up during the early part of the battle of Shanghai, where she disguised herself as a Chinese soldier. But she crowned all of these exploits with a trip to Hong Kong. There, posing as a Chinese siren named Li Chen-hsiang, she influenced Wang Ching-wei to become Japan's puppet president at Nanking.

Radiant Jade's wonderful world came to an end in Peiping. The Queen of Spies was arrested in her own house after the Japanese surrender by a Chinese spy who had posed as her servant. Ever since then she has been getting what the Chinese call "the hard and soft" treatment. Sometimes she is taken from Peiping's model prison for a weekend of pleasure and drink so that she may babble into concealed recording machines boastful accounts of her own infamies. That is the soft treatment.

But most of the time Radiant Jade gets the hard treatment. Then, for months on end, the 40 to 50 daily injections of morphine to which she has become addicted are withheld. She lives on a dreary, unbroken diet of *wotow*, the steamed cornmeal that is called the "poor man's bread." Neither treatment has been good for her health. Radiant Jade is losing her teeth and her once seductive beauty is gone. Recently a Chinese reporter wrote that her gaunt, drawn face "looks like the English letter 'V.'" The Chinese are taking no chances that an impressionable judge will fail to correct the oversight of 1911.

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Is standard equipment on 9 out of 10 new cars!

... If your lighter's lost or stolen replace it with another safe Casco "pop-out" knob and element unit for \$1.50

... If it won't light, simply screw a new Casco safe heating element on to your present Casco automatic lighter knob, only. . . . \$1.00

Yes, now you can get genuine Casco replacement parts—the same safe Casco that manufacturers originally specify in 9 out of 10 new cars. At auto supply stores, service stations and garages wherever you go.

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POP-OUT DASHBOARD LIGHTER
CASCO PRODUCTS CORPORATION, BRIDGEPORT 2, CONN.

DOUBLE DUTY POWER-PAK

INFLATES "FLATS" INSTANTLY
EXTINGUISHES FIRES, TOO!

80% of flat tires are from slow leaks or small punctures. Inflate them and they'll hold air at least long enough to reach a service station.

So, why wrestle with a spare or tire pump? Why get towed and irritated? Why wait for a tow truck?

Keep a small handy Power Pak in your car. Just connect the flexible hose to your tire valve, turn the handwheel and inflate instantly with clean, safe CO₂ pressure. Fills 4 average tires. Refilled at small cost. Pretty cheap! Very convenient!

And this same DOUBLE DUTY Power Pak is a completely safe and dependable extinguisher for oil, gas and electrical fires. Lots of value for \$6.45! Sure! Don't accept flimsy substitutes. Insist on Power Pak for strong, easy-grip handwheel, flexible tire hose, safety-valve and gel cap sealed opening (your assurance of a full, leakproof unit)



Buy Power Pak at gas stations, auto accessory and hardware stores, all Buick and Pontiac dealers. At Ford and Lincoln-Mercury dealers, ask for Ford or Lincoln Tire and Fire Unit. Mfg. by Power Pak Products, Inc., Buffalo 2, N. Y.

It's a cinch to wash your car with New "ETHYL" Cleaner!



This new liquid cleaner cuts car washing time!

FAST SUDS even in cold, hard water.

- Fast windshield washing—removes spots and splashes in a jiffy.
- Fast tire washing—cuts grease and removes mud quickly and easily
- Fast chrome and window washing—no streaks, no soapy scum or film.
- Fast and safe on upholstery.

EASY, TOO! Just pour 3 tablespoons into a pail. Add cool water (2 gallons). Wipe on. Rinse off. Smile. Your whole car's gleaming!

MEMO: If you don't wash your own car, ask your service station man to do the job with new "ETHYL" Cleaner.



► GET THE CLEANER YOU BUY AT YOUR GAS STATION (AND AT LEADING STORES)



For women only:

EASIER HOUSEWORK, TOO, WITH "ETHYL" CLEANER

Discover "ETHYL" Cleaner's magic with dishes, glassware, pots and pans—enamel surfaces, refrigerators, stoves—woolens, rayons, nylons—rugs and upholstery—windows and mirrors—any place you need a better detergent. Quick suds in any water and kind to hands, too. *REG. U.S. PAT. OFF.



DRESS BY C. L. CHAPMAN

not just nylons...but Cannon Nylons!

WANT NYLONS that capture the *most* admiring glances? Wear *Cannon Nylon Stockings!*

What will-o-the-wisp lovelies they are! Yet Cannon Mills makes them long-lived, too. Each full-fashioned pair is *triple-tested* by air pressure to guard against tiny flaws. Then *sealed* in a purse-size Cannon Handy Pack.

Ask for Cannon Nylons in *your* correct length—short, medium, or long. Smartest new shades.



Copy, 1947, Cannon Mills, Inc.

CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

LIFE

Vol. 23, No. 4

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July 28, 1947

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LIFE'S COVER

Princess Elizabeth, whose engagement to Philip Mountbatten was announced last fortnight (pp. 39-42), has been trained since childhood for the big job of being Queen of England. This sometimes entailed taking "Lilibet" down a peg or two when she became somewhat self-important, but her sensible mother and her modest father always handled the problem with firmness. Lately love has mellowed Elizabeth's consciousness of destiny. Last week a friend said, "She's as different again from what she used to be. It's done her a lot of good, being in love."



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PICNIC? LET'S GO! (...and let's have Chateau Cheese-Burgers!)



New for picnic sandwiches—Cheese'n Bacon Spread! Have you tried Borden's newest idea in cocktail spreads—wonderful Cheese'n Bacon?

It's a smooth, creamy spread, with bits of crisp, broiled bacon blended into a base of sharp, aged Cheddar cheese. Tuck a jar in your picnic basket for some of the happiest snacks and sandwiches ever. Grand by itself on crackers or bread. Add lettuce, tomato, or sliced eggs for variety.

Enjoy Borden's Fine Cheeses

"If It's Borden's, It's Got To Be Good!"



Count Liederkranz in on your picnic plans! Many a man could make a picnic with nothing more than Liederkranz,* rye bread, and his favorite beverage.

For once you've sampled this creamy-centered, mellow-flavored cheese, you're its slave forever. It's rich; robust; with a full-bodied flavor beyond compare. Indoors or out, a perfect meal deserves a perfect ending—Liederkranz!

P. S. Be sure to serve Liederkranz at its best—when the center is soft and creamy-yellow.

*T. M. Reg. U. S. Pat. Off.

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Lucille Ball

Co-starring in "LURED"
A HUNT STROMBERG PRODUCTION

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Clear Red Blue Red Rose Red

THREE SHADES FOR YOUR TYPE

correct for your coloring . . . correct for your costume

BLONDES BRUNETTES BROWNETTES REDHEADS



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BLUE RED No. 1
ROSE RED No. 1



CLEAR RED No. 2
BLUE RED No. 2
ROSE RED No. 2

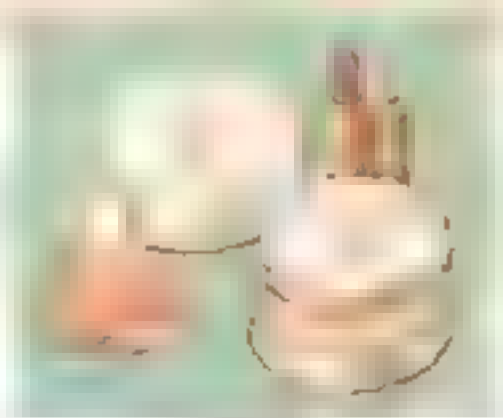


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CLEAR RED No. 4
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Here's a sensational, new and utterly different lipstick that offers a flattering new fashion in lip make-up for you...Three exclusive new reds for every color type... three glamour changes for you, a shade for every costume and every mood...Clear Red, Blue Red, Rose Red. For alluring new glamour for lips and loveliness, try today this new *Max Factor Hollywood Lipstick*.

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NEW YORK'S GOVERNOR DEWEY STOPS FOR SOME EARNEST SHOP TALK WITH AN OKLAHOMA FARMER AND THUS CREATES HIS FIRST GOOD 1948 CAMPAIGN PICTURE

DEWEY STARTS RUNNING FOR PRESIDENT

Like many other Americans, New York's Governor Thomas E. Dewey whisked his family off to the West for a vacation this month. His only business was the Governors' Conference at Salt Lake City; he had no thought of campaigning; he looked a little hurt when newsmen at the Albany capitol insisted on going along. The first day out, when he stretched his legs on the station platform at Indianapolis, a bystander shook his hand and said "I hope you make it this time." Dewey was ready with an answer that he repeated innumerable times on following days, "I'm very happy where I am."

Yet hardly had Dewey settled down at his first stop—a visit with his in-laws at Sapulpa, Okla.—when the trip began to look like a presidential-campaign tour. Lew Wentz, Oklahoma's national committeeman, showed up the first afternoon. A delegation drove in from Dallas, another from Arkansas. The lobby of the sleepy St. James Hotel, where he had a suite, began to look like Grand Central station. When the governor moved on, crowds were waiting at almost every train stop. In Kansas City he was feted by the national committeemen of Missouri and Kansas. By this time when he talked

about his vacation, he had to smile when he said it.

The fact was that Dewey's advisers, who think he can be renominated for the presidency next year, never regarded the trip as just a pleasure jaunt. They figured it would remind the country that he is no mere eastern-seaboard slicker but a former Michigan boy, married to an Oklahoma girl, that he has a farm and can talk the language of men who till the earth (*above*). But the political angles, as can be seen on the next four pages, grew bigger than anyone expected. It was no longer a secret that Dewey is a candidate and a very active one.



ON RECEPTION LINE in Kansas City the Deweys meet an admirer. On this hot afternoon more than 1,000 people queued up in the corridors of the Hotel Muehlebach to shake hands with Dewey, Governor Frank Carlson of Kansas and the national committeemen of Kansas and Missouri.



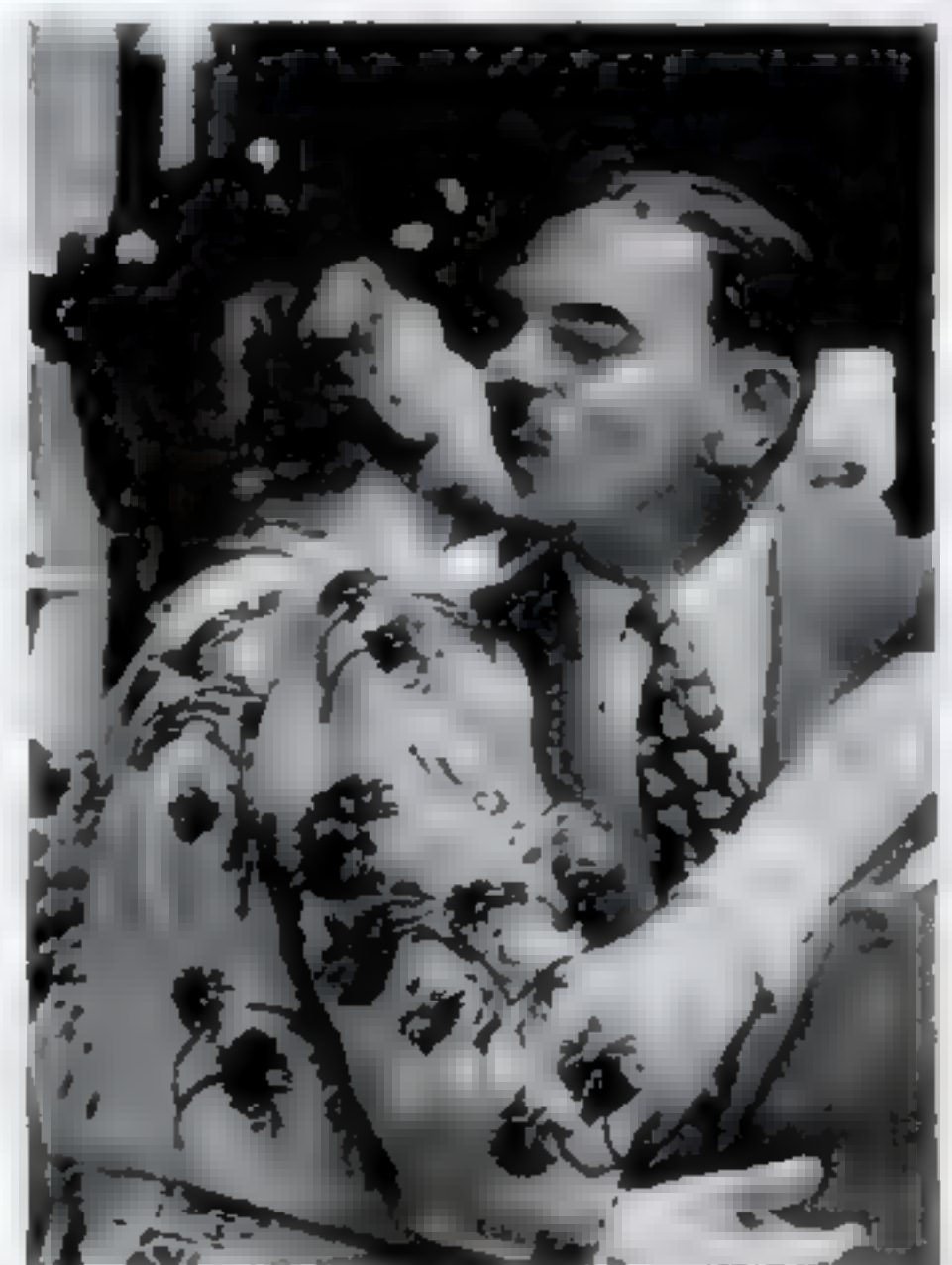
FAMILY BREAKFAST on the first day in Sapulpa gives the Deweys a chance for a quiet visit with Mrs. Dewey's parents in their bungalow. (Father-in-law Orlo Hutt is a retired brakeman.) Later they lunched in a private dining room.



AT SAPULPA RECEPTION Dewey drinks pineapple punch served by wife of Chamber of Commerce leader.



IN DINING CAR en route west two fellow passengers stop for a brief chat with the Deweys. They said they were Kentucky Democrats but hoped they would have a chance to vote for Dewey for President in election next year.



GOODBY KISS is bestowed by Dewey on mother-in-law as he leaves Sapulpa, thus ending the town's most exciting event since the first oil well blew in.



at the St. James Hotel, where the waitresses wore new uniforms ordered especially for the occasion. But immediately after lunch the parade of political visitors got under way and the family reunion was turned into a mass meeting.



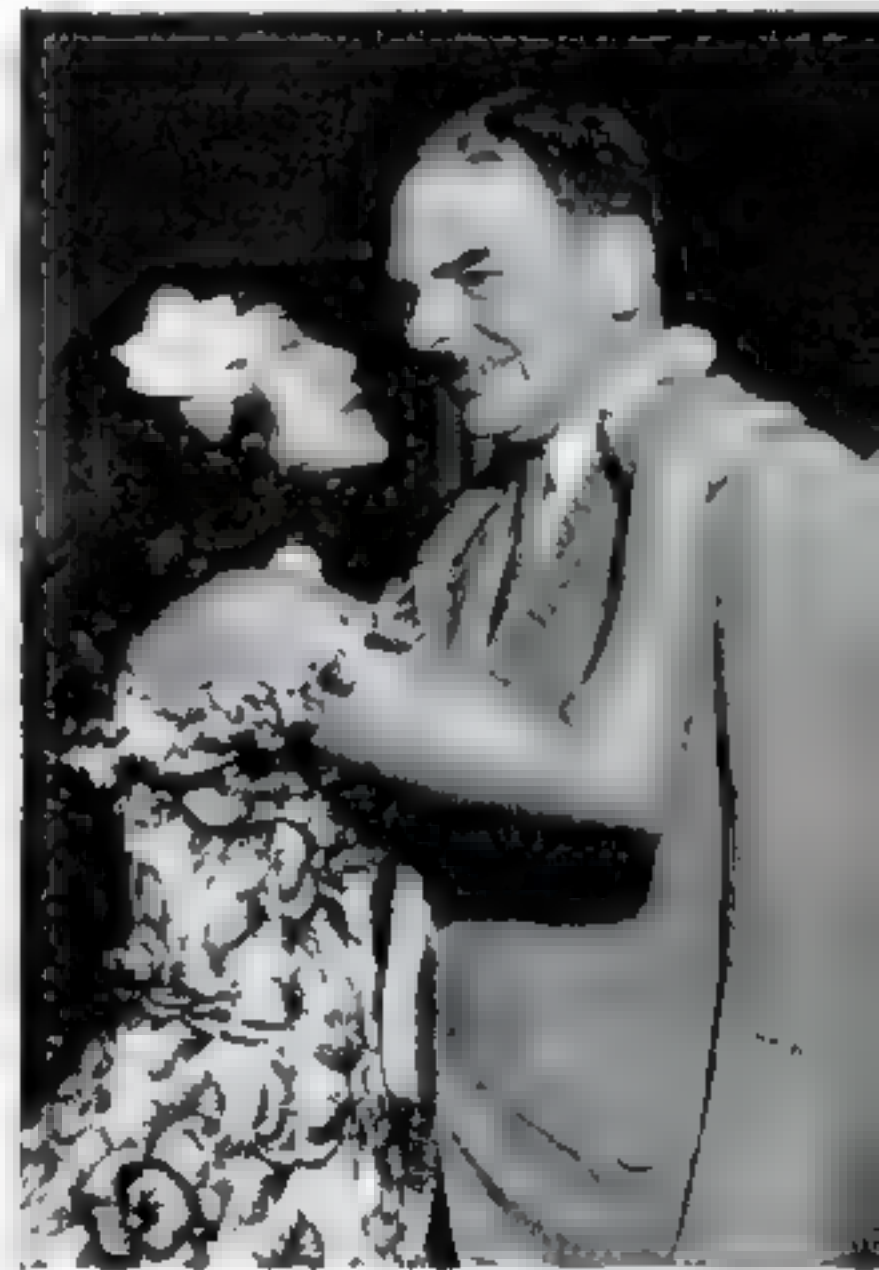
AT WILL ROGERS MEMORIAL in Claremore, Okla., Dewey gazes respectfully at the late humorist's statue as every good tourist in Oklahoma is expected to do. With him are Lew Wentz (center), wealthy oilman who is Oklahoma's national committeeman, and Dewey's father-in-law.



POLITICAL CONFAB in Kansas City pairs Dewey with Roy Roberts, editor of politically potent *Star and Times*, who likes Dewey but prefers Eisenhower.



YOUNG REPUBLICANS give Dewey an enthusiastic welcome as he enters off-the-record meeting in Kansas City. Dewey talked to them frankly on political issues for more than an hour, probably can count on their staunch support.



HAWAIIAN GIRL, member of group seeking statehood, surprises Dewey with kiss at Salt Lake Governors' Conference.

DEWEY'S NEXT STEP

TRIP SHOWS THAT HE LEADS ALL HIS RIVALS BUT MUST SOON SPEAK OUT ON THE ISSUES

by ERNEST HAYEMANN

By all the old-fashioned rules of politics Thomas E. Dewey should be a dead duck. The Republicans gave him his chance in 1944 and he lost, and neither party has renominated a beaten candidate since the Democrats' unfortunate tries with Bryan in 1896, 1900 and 1908. Moreover Governor Dewey is not a politician's politician. He would never be nominated in a smoke-filled room; in fact some of his party's leaders can scarcely conceal their distaste for him. His first ambition was to be a singer and his next ambition to be a lawyer; he got into politics by accident when he became a racket-buster. Although he has since shown a great shrewdness at politics on the higher levels, he has never learned to enjoy the back-scratching camaraderie on which most politicians base their careers. Next to Senator Taft, who has practically been eliminated as a candidate for a similar aloofness, Dewey is the outstanding schoolmaster in the business. One of his critics at the Salt Lake City Governors' Conference this month said, "I don't know which is the chillier experience—to have Tom ignore you or shake your hand."

To the man in the street Dewey has never managed to look irresistible. He does not radiate the natural charm of California's Governor Warren, possess a dimpled good humor like Michigan's Senator Vandenberg or slip into the old-shoe informality of Ohio's Senator Bricker. Traveling through Kansas this month, Dewey sat in the observation car talking to two politicians who had boarded the train to meet him. Normally a politician of Dewey's stature would have had everybody in the car hanging on his words or at least straining to overhear them. In this case the passenger at Dewey's left hand read a *Saturday Evening Post* and the next man in line worked on an account book. Across the aisle one man read *The Walls of Jericho* and another was deep in a copy of *Reader's Digest*.

The camera and the quick freeze

Dewey's relations with the press, although they have improved since the early days, are still not cordial, and the picture of Dewey that reaches the public through newspapers and magazines is still unwarmed by the enthusiasm that other public figures often inspire in newswriters. The same thing is even truer of the photographs the public sees of Dewey. Although the governor will take considerable time and trouble to help a photographer get a picture, he exercises a rigid form of censorship at the source. He will not pose smoking a cigaret lest the holder he uses be construed as an affectation. At the first intimation that there is a flash bulb in the room, he is likely to freeze up slightly and be careful not to open his mouth too wide. In Kansas City, when a photographer asked to take his picture while he was relaxing on a hotel bed during a long telephone conversation, Dewey shook his head and said, "That's a silly idea!" Some public-relations experts think that a million votes can be gained by a photograph showing a candidate rumpled and slightly sweaty, with a wilted collar and a smudge on his nose. If so, these votes will go uncast as far as Dewey is concerned.

Yet despite Dewey's defeat in 1944, despite his rather strained relations with many other politicians and his refusal to unbend for the public, there is no doubt that Dewey would be nominated if the Republicans held their convention this summer. He is way out in front of all other Republicans and will probably stay there unless somebody finds the right man and sufficient genius to push through a stop-Dewey movement. When he went through St. Louis on his current trip his good friend Barak Mattingly, the national committeeman for Missouri, assured him that he already had 420 of the 530 delegates required for the nomination, with numerous states still to be heard from. Since Mattingly is prejudiced, this figure may be somewhat exaggerated. But it was clear, as Dewey proceeded through Oklahoma, Kansas and the Rockies, that politicians of high and low estate were practically falling over one another in their eagerness to see Dewey and assure him that if not actually for him at the moment they at least were certainly not against him. One newspaperman on the trip predicted, "When we get to Yellow-

stone and Old Faithful erupts, three state chairmen will pop out."

All this is a tribute to the part the Gallup Poll now plays in politics and the success of Dewey's political strategy, which, though some commentators have tried to make it sound mysterious and devious, is actually so simple that it can hardly be considered a strategy at all. Dewey is the leading candidate today and has most state delegations in a mood where they will at least think hard before opposing him, because opinion polls show that the rank and file wants him. He holds his place in the polls because he has concentrated on being an efficient public servant and has held his tongue even when the temptation to speak out on a public issue was great.

The eager-beaver days are over

The last time Dewey really ran for office in the eager-beaver sense was in 1940 when he was 38 years old. That year, seeking the presidential nomination, he stumped the country much as Harold Stassen is doing today. The results were disappointing. The public did not especially warm to him, and many of the politicians he met considered him a bumptious upstart. Immediately after this failure he settled on his present strategy. He was elected governor in 1942 chiefly on his record as a racket-buster and the fact that New York Republicans had no one else nearly so well known by an electorate which was swinging away from the New Deal and needed only a sharp nudge. In 1944 he got the Republican nomination for president only because the polls showed that no other Republican had the faintest chance of beating Franklin Roosevelt in wartime.

Since 1944 Dewey has gained even more ground. His record as governor in New York is unassailable. He has appointed the best possible men to office, often wooing them from private jobs in which they made five to ten times more money. He has established a state rent-control law and a fair-employment-practices commission, to the delight of progressives, while at the same time cutting taxes, encouraging business and outsparring New York's wild-swinging Communists to the delight of anti-New Dealers. Last year he was re-elected by 687,000 votes, the biggest majority in the state's history.

Although he has kept publicly silent on most political issues, thus avoiding the constant controversies in which most congressmen get embroiled, his opinions are no secret, as Republicans who talked to him privately this month soon discovered. He believes many New Deal institutions, like old-age pensions and the Securities and Exchange Commission, are here to stay. At the same time he favors an across-the-board income tax cut and has revised his 1944 endorsement of the Wagner Act to believe that some sort of union restriction like the Taft-Hartley bill is necessary. As his record shows, he prefers to meet a problem by appointing a commission of top practitioners rather than a college professor who has read too much Karl Marx. His chief concern, now and for the past two years, has been with international affairs—where he feels that the Truman administration has consistently failed to take a practical and effective stand against the spread of communism, at the same time failing to establish the kind of good government and institutions at home which would prove the superiority of democracy.

As a result of this month's trip, which established Dewey as an active candidate, he will probably have to revise his strategic timetable and begin spreading some of his opinions on the record. When he does, his campaign will reach the critical stage. It is difficult to criticize the nation's foreign policy and at the same time preserve the bipartisan unity that must be maintained in times like these. It is also difficult to expound a political philosophy which approves many of the New Deal's social objectives while disapproving completely of its methods. For this reason other candidates, avowed and potential, have been hoping for a long time that they could "smoke Dewey out." The smoking-out has now been accomplished, by Dewey himself, and the public should soon know whether he will fall on his face when he speaks up, as his opponents hope, or go further out in front than ever as his advisers confidently expect.



SIGHT-SEEING TOURS

HIGH ON A UTAH MOUNTAINTOP, TOURIST DEWEY
IS SERENADED WITH "SIDEWALKS OF NEW YORK"

THAT "STREAMLINED" CONGRESS

ONE REFORM OF OUR LEGISLATIVE MACHINERY WASN'T ENOUGH. SO LET'S TRY AGAIN

Since Congress will wind up in a rush of long-delayed work, it is too soon to assess the legislative hits and misses of this session as a whole. But in one respect the score is already in. The 80th Congress was to have been known in the history books as the first "streamlined" Congress. It was the first to apply to itself the La Follette-Monroney Act, passed by the 79th, reforming its own machinery. How have those reforms worked out?

The passage of the La Follette-Monroney Act was considered at the time a great victory for better government. Practically all right-thinking people agreed that reform was needed. Now that we have some clinical data, however, it is our sad duty to report that it cannot be called a success.

Reforms That Failed

Take three of the major reforms in the La Follette-Monroney bill and look at what has happened to them. First, the number of standing committees in both houses was reduced from 81 to 34. Cutting down this sprawling jungle of "little ministries" (as Woodrow Wilson called them) was supposed to eliminate a lot of unnecessary work. But instead of 34 committees, or even 81, Congress now has more than a hundred—with more being appointed all the time. They are now called subcommittees, and they are not covered with mossy prestige like the old standing committees, but they aren't any more efficient either. Indeed when a subcommittee has finished work on a bill, the bill has to go through the extra step of passing the parent committee before reaching the floor. The regular committees, being fewer, are even more overloaded with work than before. The Judiciary Committee alone has had upward of 1,500 bills this session and has given birth to eight subcommittees in a futile attempt to keep up with them.

Second, there is that potentially very important reform known as the legislative budget. The Reorganization Act required Congress to take at least one annual look at its total appropriations and estimated revenues, fitting them together and authorizing the appropriate increase or reduction in the public debt at the same time. Only by such elementary house-keeping can the government ever make any real fiscal sense. Those repeated Republican efforts at tax reduction, for example, would look a lot better if Congress had first agreed on approximately how much it was willing to appropriate and on whether it wanted to retire any debt or not. In an effort to obey its own rules the House accepted a budget of \$33 billion (\$6 billion lower than the President's budget); but the Senate wanted \$34.5 billion, and a conference committee has been sitting on the problem since March 4. By now the legislative budget for 1947 is academic. Appropriations are going through on their so-called individual merits, as of yore, without reference to income, debt, the value of the dollar or any other aspect of high fiscal policy.

A third reform, also potentially very important, was more money for the committees (also for each senator) to hire expert help. About \$3 million has been spent on these vital new jobs this year. The original idea was to build up staffs of brains and ability so that Congress

wouldn't have to rely so heavily on lobbyists or on the executive departments for its information. However there has been no great rush of brains to Washington as a result of this reform. The new jobs became patronage, just like the janitors, pages and elevator operators before them. George Smith, secretary to the Majority Policy Committee, made a partially successful effort to introduce a rudimentary merit system into the selection of committee staffs, but the seniority system (which the Reorganization Act left untouched) and its attendant gravy stains proved too much for him. By and large, the streamlined Congress is much too much like its predecessors.

This is a source of great satisfaction to lobbyists, to cynics and to those mossbacks in Congress who were against the reforms to begin with. So what do we do: conclude that reform was a bad idea? That the more you try to change Congress, the more it remains the same? Or try again?

A 12½% Gain

When the Reorganization Act was passed, the principal reason for all the cheering was that Congress had shown itself capable (much smart money to the contrary) of taking any action on self-reform at all. No expert thought the act went far enough. Representative Kefauver of Tennessee, one of the hardest workers for reform, estimates that the act has been 50% effective, which gives us a 12½% net advance. Salaries were raised to \$15,000 (they should be \$25,000), riders have been eliminated from appropriation bills, lobbyists have had to register, the legislative drafting and reference services have been expanded, etc., etc.

Another 25% gain should be comparatively easy. Mr. Kefauver has filled a whole book (*20th Century Congress*) with further ideas for lightening Congress' crushing load of work and tradition. For example Congress should get rid of the anachronistic duty of governing the District of Columbia, a duty which takes one day a fortnight and which once enabled Senator Cole Blease to make a speech on the floor because he couldn't get a seat in a street-car. The Senate could also save a lot of time by getting rid of the filibuster. The La Follette-Monroney committee was barred by its own terms of reference from considering this reform. A similar fate met the excellent Kefauver proposal (*LIFE*, Feb. 21, 1944) providing for a weekly question period during which executive department heads would appear before both houses of Congress.

As Kefauver says, Congress as at present organized could not function without lobbyists, who outnumber the Congressmen in Washington by two to one. Registering them is a harmless and even useful step, but lobbyists will continue to influence too much legislation until every committee and member has more and better experts at his call. One reason the House Judiciary Committee is so overworked is that it hasn't a single lawyer on its staff; the members have to do their own drafting. The House took a small step in the right direction recently when it hired a \$12,000 Coordinator of Information. That is one kind of public expense no intelligent taxpayer will begrudge.

But even that will not be enough. Congress

has at least two wider rivers to cross before it can consider itself streamlined or even decently efficient.

First, it must find some substitute for the seniority method of choosing committee chairmen. The reduction in the number of standing committees has had the effect of increasing the average age of the chairmen; what used to be called the "senility system" must now be called "supersenility." Seniority was adopted in the House in 1910 as an escape from the tyranny of Speaker Cannon. But feudalism is not the only alternative to tyranny. Why not let the committees choose their own chairmen?

The Last River

The second river is wider and is not to be crossed in one leap. It requires the development of a clearer and more formal sense of responsibility for legislative policy. Toward this end the La Follette-Monroney Committee recommended a majority and a minority policy committee in each house. Speaker Rayburn, for reasons best known to himself, killed this proposal; but the Senate adopted it for itself, and its Majority Policy Committee which has worked quite well. As Democrat Kefauver points out, the Republicans seem to have a more coherent party sense anyway; even in the House, Joe Martin's tight little machine has shown itself quite capable of making a decision and getting out the votes to back it up. But what is still badly needed is a formal and public method for reaching a joint House-Senate majority (and minority) position on critical issues, so that responsibility for action or inaction can be focused where it belongs.

A joint majority policy committee could have prevented the farcical fate of the 1947 legislative budget. It could be a means of better liaison between Congress and the White House. It could lead to the development of a true legislative cabinet, equal and opposite to the executive cabinet. It could reverse the depressing trend of this efficiency-minded century, which has been to exalt executives and to discredit parliaments everywhere.

Even in Britain, Parliament has become little more than a talkative appendage of the ministerial government, and one political scientist (Don K. Price) expects the Commons to become like the Lords, one of the merely "theatrical elements" of British self-rule. Our system, through Congress, gives the people a more direct voice in their own fate. Congress has a chance, but only a chance, to justify that high function by becoming responsible and so remaining free.

PICTURE OF THE WEEK: ➔

Last week in the friendly atmosphere of tobacco smoke (*opposite*) the 16-nation Conference for European Economic Cooperation quickly cleared away the preliminaries. The main reason for this harmony was the absence of Russia's Molotov. In a few days the foreign ministers and delegates assigned specific tasks to subcommittees on agriculture, power, transport and heavy industry. As he departed, Great Britain's optimistic Ernest Bevin announced happily, "If you are off to a good start, and your wind is all right, you are likely to finish."



ITALIE

WHILE SMOKE SWIRLS THROUGH THE ROOM
ITALY'S SFORZA AND OTHER CONFEREES
GET ON WITH EUROPEAN RECOVERY PLANS



ROCKY GRAZIANO (RIGHT) MASHES THE JAW OF TONY ZALE AND CLOSES IN WITH KILLER SAVAGERY FOR THE FINISH WHICH FOLLOWED ONLY A FEW SECONDS LATER

GRAZIANO MAKES COMEBACK

Boxing's bad boy slams his way to middleweight title

To Rocco ("Rocky") Graziano it was hot as hell in Chicago on the afternoon of July 16. In his room at the Belmont Hotel he could not get to sleep for the pre-fight nap. He read 15 comic books and chewed his nails. Rocky was worried. A tough, "deeze-dem-doze" rowdy, Rocky had literally fought his way up and out of the streets of New York's seamy East Side. But when Tony Zale knocked him out in the fight for the middleweight championship of the world last September, some fans called Rocky yellow. Later the New York State Boxing Com-



ON PORCH OF HIS BROOKLYN HOME THE CHAMPION WAVES WITH DAUGHTER AUDREY, 3, WIFE NORMA (RIGHT), MOTHER-IN-LAW (LEFT) AND GRANDMOTHER-IN-LAW

mission said he was crooked, too, when he failed to report a \$100,000 bribe offer to throw a fight (LIFE, Feb. 10). He lost his license to fight in New York.

That night things looked even worse for Rocky. He was losing his second try at the title. Champion Tony Zale opened a cut over Rocky's left eye, almost closed his right. But then, while the mob went crazy, Rocky seized the initiative. Suddenly getting his bearings, he flailed into the champion, sent him reeling with wild-swinging blows. As Zale faltered, Rocky closed in triumphantly

(opposite page). In the sixth round the referee pulled him off the dazed ex-champion. Said Rocky, "I wanted to kill him. . . ."

Last week the unlettered middleweight champion of the world was back in New York, looking as much like a home-loving family man (above) as he ever could. His worries were over. Now the New York commission, which still did not recognize his new title, could worry over what to do about the tough, ungovernable hoodlum from the East Side, who might become boxing's best drawing card.



OFF TO JAIL go several suspects in the alleged Communist plot. The Greek government said the Reds tried to seize power in Athens-Piraeus area while guerrilla forces attacked in northwest.



GREEK FOREIGN MINISTER TSALDARIS (LEFT) TALKS WITH MARSHALL

GREEK SKIRMISHES

An "invasion" dwindles to reconnaissance

Last week well-organized guerrilla forces moved across the Albanian border into northwest Greece. The Athens government at first charged that they were members of a 14,000-man "international brigade." For a few frightening days people all over the world thought that the curtain had lifted on World War III. It had not, but the "invasion" held grim potentialities.

Although by week's end it was clear that the attack actually was a reconnaissance in force, it was equally apparent that it was aimed as much at Washington as at the Greek defenses around the border towns of Yanina, Konitsa and Kalpaki. How far was the U.S. prepared to go in defense of the Truman Doctrine? The answer came quickly: the U.S. would stand firm; and it would make its stand in the United Nations.



IMPRISONED LEFTISTS at Pavlos Melas Detention Camp in Salonika appeared at barbed-wire fence wearing a communal sign to propagandize U.N. Balkan Commis-

sion team on its inspection tour. The sign, in French, means, "Out with the British." Investigators recommended permanent border commission now under discussion at U.N.



DWIGHT GRISWOLD (RIGHT), U.S. LOAN CHIEF, ARRIVES IN ATHENS

CAUSE WAR SCARE

but finds U.S. backing up the Truman Doctrine

For a week the Soviet Union and its satellites had delayed a vote on a proposed U.N. commission to safeguard Balkan borders. If, when the vote came, Russia vetoed the plan and the assault on Greece was renewed, the U.S. was prepared to invoke Article 51 of the U.N. Charter. This authorizes any victim of aggression to defend itself and to seek allies pending action by the Security Council.

Under the Truman Doctrine, the U.S. has allocated \$150 million for the Greek army and navy. For immediate use against "bandits," \$35 million worth of military supplies were already on their way (bottom, right). Meanwhile the U.S. could only hope the Soviet Union would approve the border commission. Both President Truman and Secretary of State George Marshall believed this would save Greece—and peace.



BLAZE IN ATHENS at Greek Aid Mission is fought by government fire brigade. UNRRA also had headquarters in building. Greeks charged that Reds fired building, killing 3 and injuring 21.

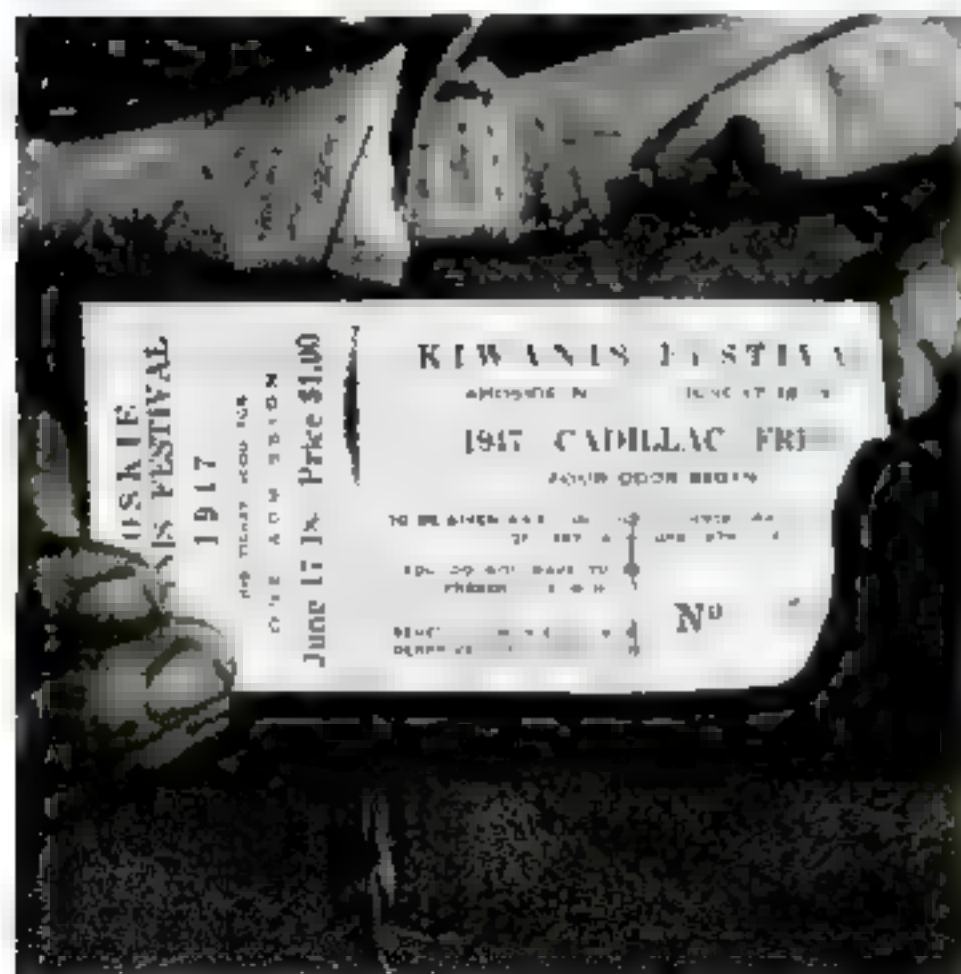


JEEPS FOR GREECE are lined up on the New York waterfront as the U.S. program of aid gets under way. Here a big 2½-ton truck is swung aboard the *American Victory*.

Similar trucks are ranged behind the jeeps in foreground. While ship was being loaded, reports came in of the first attacks near Konitsa, near the northwest border of Greece.



NEGRO FARMER JONES, WHITE DENTIST CHARLES TOWNES STAND IN FRONT OF THE \$3,200 CADILLAC. SAYS TOWNES, "NOBODY HAS ASKED ME TO GIVE IT BACK"



THE TICKET was sold for both festival and lottery. It stated that holder did not have to attend to win car.

HARVEY JONES AND THE NEW CAR

National indignation prevents club from welshing on prize to Negro

Harvey Jones is a young Negro Navy veteran who grows peanuts on 18 acres his father owns near Ahoskie, N.C. Two months ago Harvey was approached by a white man selling lottery tickets for a 1947 Cadillac. A good Southern Negro, Harvey asked if "anyone" could get in. The white man said yes. Harvey bought a ticket.

On June 19 at Ahoskie's Kiwanis Festival, Harvey's ticket number was drawn. But the Kiwanians did not want a Negro to win. Three men went out and explained to Harvey that he had made a mistake. The lottery was for white folks. They gave him his dollar back. After another drawing

the car went to Dr. Charles Townes, a Waverly, Va. dentist. That, so far as Ahoskie's Kiwanians were concerned, settled the matter.

But a month later the news leaked out and the nation got highly indignant. Telegrams and letters startled the fly-specked town. Thundered the *Atlanta Constitution*, "The South just hasn't got an excuse for this one."

Pressure from Kiwanis International induced the Ahoskie chapter to promise Harvey a new car anyway. But no dealer seemed to have a new Cadillac. By last weekend Harvey, who would prefer cash, was prepared to settle for what he could get.

MADE WITH PLENTY OF CHICKEN!

Plump chickens are simmered ever so slowly to make a broth that fairly gleams with chicken richness. Fine, nourishing rice is added, together with tender pieces of chicken.

Campbell's CHICKEN SOUP
(with rice)

"Something **HOT**
and something cool"
—That's a Summer
Mealtime Rule!



Your family need one hot dish at every meal in summer, and here's why: It helps sharpen appetites. Then, too, your hot dish not only contributes its own flavor and nourishment; it also makes all your cold foods taste even better. A well-chosen Campbell's Soup—delicious and nourishing—is an ideal hot dish. And, because it's ready in a jiffy, you'll keep a cooler kitchen. Three favorites are shown here.

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

THE SOUP MOST FOLKS LIKE BEST!

The exclusive recipe uses specially-grown tomatoes, with golden table butter and seasoning. Add milk instead of water for an extra-delicious and extra-nourishing cream of tomato.

Campbell's TOMATO SOUP



ALMOST A MEAL IN ITSELF!

With its fifteen garden vegetables and homey beef stock, this soup is as nourishing as it is tempting. You'll find it welcomed, along with sandwiches, at many a summer table.

Campbell's VEGETABLE SOUP

It's cleaner, brighter **Taste** means
cleaner, brighter teeth! **New Pepsodent,**
the only tooth paste containing **Irrium,**
removes the film that makes your teeth look dull—
uncovers the natural brilliance of your smile!



A PRODUCT OF LEVER BROTHERS COMPANY

Use Pepsodent twice a day—
see your dentist twice a year





AFTER ANNOUNCEMENT PHILIP PERCHES ON ELIZABETH'S CHAIR ARM WHILE PRINCESS' GIVES HIM SMILE OF ANY GIRL IN LOVE

THE PRINCESS CHOOSES HER CONSORT

Britain's royal family announces that the heiress presumptive will be allowed to marry the man she loves

All over Britain last week the people had something to talk about besides queues and hot weather. Officially, at last, "Lilibet" and Philip were engaged and, what was more, were really in love. If anyone doubted that Princess Elizabeth, heiress presumptive to the British throne, had got the man she wanted, the engagement pictures (*above and next page*) were reassuring. The British Empire, and most of the rest of the world, was prepared to love the royal lovers.

It had not always been so. When Lilibet's interest in Prince Philip of Greece had first been rumored (*LIFE*, Dec. 30), some British Laborites and many leftists had denounced this connection with the explosive political situation in Greece. But Philip, son of Prince Andrew of Greece, had lived in

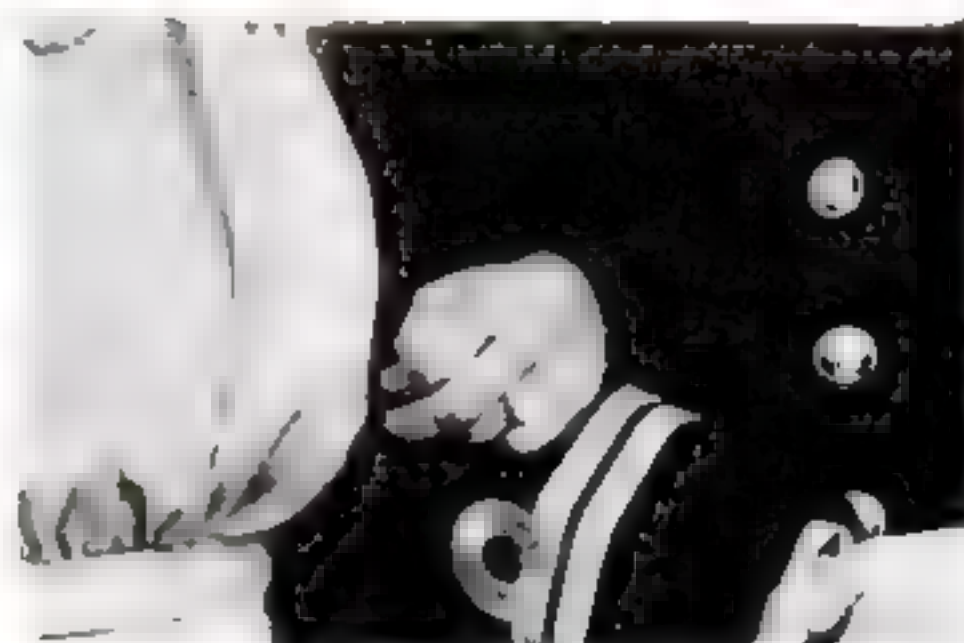
England since babyhood and had no real connection with the Greek government. This year he became a naturalized Englishman and took his maternal name of Mountbatten. And on the African tour Elizabeth demonstrated the queenly qualities that qualified her to choose her own consort, as her great-great-grandmother Victoria had done more than a century ago.

Although there were still some grumbles from the Communists, most Britons were as pleased as the thousands who waited outside Buckingham Palace for a glimpse of the couple after the engagement party. The royal romance was delightful enough in its own right. But the prospect of a prince consort set many a nostalgic Briton to thinking dreamily of the great Victorian era when the pound sterling looked down its aristocratic nose at the plebeian dollar.



OUTSIDE PALACE a crowd of Londoners hails Elizabeth and Philip (above, on balcony) after garden party which celebrated the engagement. King George VI had

announced it in Court Circular the night before. Below is Sunninghill Park, near Windsor, Berkshire, where the royal couple will make their home after fall marriage.



THE RING, platinum set with diamonds, is shown to friends (top), then rests calmly on Philip's arm (below).



TOURING SCOTLAND after the party, Lilibet and Philip get "freedom of Edinburgh" from lord provost.



HURRYING THROUGH A CROWD of cheering Scots, princess and Philip arrive for Edinburgh party.



1. Traveling Tom, the tourist, with his children and his wife,
Knows how to make vacations fun. Says Tom, "This is the life . . .
We spend our days in seeing sights, when night comes we need rest.
We spend our nights at Statler, where you really *are* a guest."



2. The children find the Statler bath a lovely place to swim in,
Its cleanliness delights the most pernickety of women;
All the towels are snowy-white, the soap is lather-ace.
"I wish I had a bath like this at home," says Mrs. T.



3. Dinner in the dining room's an extra-special treat,
And there's a children's menu with the things *they* like to eat,
While Touring Tom and Mrs. Tom enjoy *their* favorite dishes;
For food prepared by Statler chefs is guaranteed *delicious!*



4. The Statler rooms are spacious, and each has a radio;
The children cheer for they can hear their favorite bedtime show.
But even more important is the grand night's sleep ahead
On the eight hundred springs and more of every Statler bed.



5. To order breakfast in their room they call the night before,
And when they're ready for it, breakfast just rolls in the door.
"The Statler is superb," they cry, "our favorite destination . . .
You'll find a stay at Statler adds a lot to *your* vacation!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for
Friday, Saturday, or Sunday—that's when you'll have the best chance
of getting the kind of accommodations you want!

SHE WAS RAISED TO BE A QUEEN



YOUNG ELIZABETH was a chubby baby at 2 (*left*), demure young lady by the time she was 6 (*right*). This was when she first met young Philip in England.



A SPORTSWOMAN, Elizabeth was an excellent equestrienne at 10 (*above*). She once pretended her legs were horses, called them Flycatcher and Harmony.



DURING THE WAR Elizabeth toured blitzed areas to boost morale (*left*). She later joined the A.T.S. (*right*), despite king's announcement that she would not.



IN SOUTH AFRICA last winter the princess inspected the African Girl Guides at Lobatsi. Philip did not go along, but Elizabeth wrote to him almost every day.

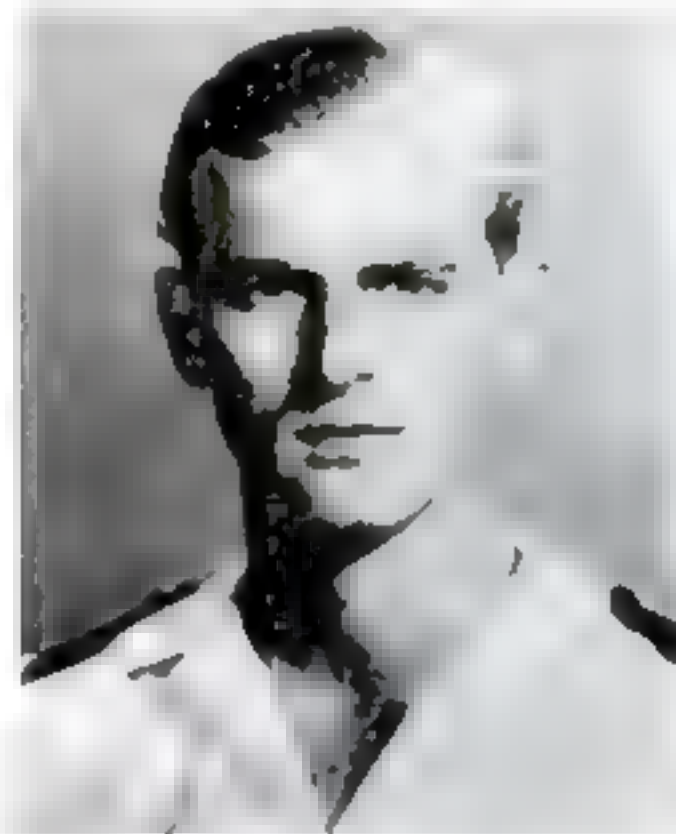
HE HAD A BRITISH UPBRINGING



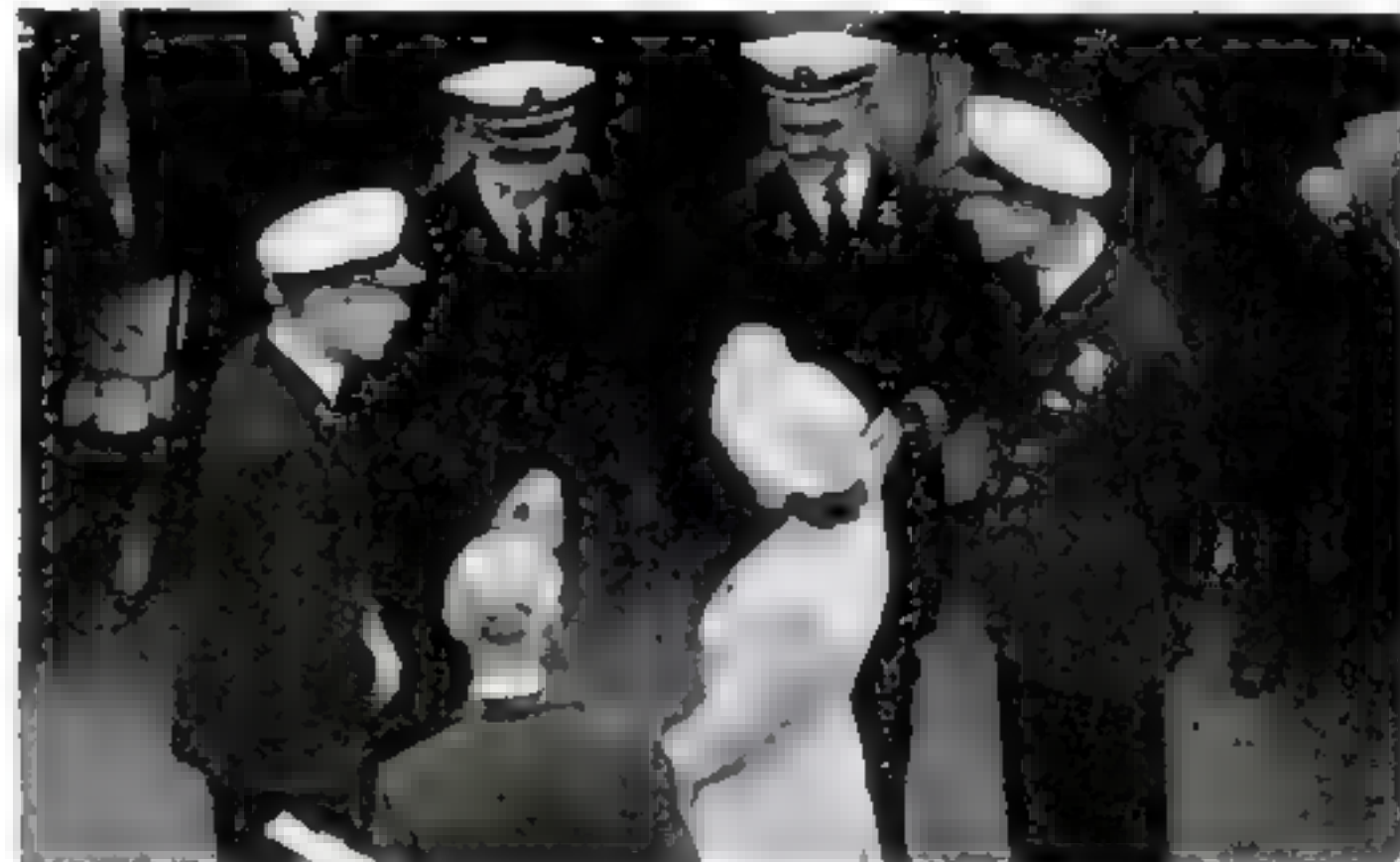
YOUNG PHILIP at 13 months was a pudgy baby (*left*), but by the time he was 14 he could play a well-built Donalbain in his school's production of *Macbeth*.



AN ATHLETE, Philip represented his school, Gordonstoun, in interscholastic sports contest, meticulously cleaned off his spikes (*above*) before the high jump.



A NAVAL OFFICER, Philip joined the Royal Navy at 19 as midshipman, rose to be lieutenant (*left*), grew a beard (*right*) while on destroyer duty in Far East.



U.S. MIDSHIPMEN congratulate Navy man Mountbatten (*right*) as they meet him and his royal fiancée at a palace garden party given after the announcement.



Copyright: The American Tobacco Company

"Mighty Fine Leaf," painted by David Stone Martin

FINE TOBACCO...

*Light tobacco
Ripe tobacco
Mild tobacco
L.S./M.F.T.*



LUCKY STRIKE means fine tobacco

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw

That Julep in July!



This novel julep set, a Kentucky Tavern Creation, is available in its entirety at better stores everywhere.

KENTUCKY MINT JULEP (here's how!): Chill julep cups or 12 oz. glasses in refrigerator. Muddle 3 or 4 leaves of mint (not stems) with teaspoon of powdered sugar and teaspoon of water. Fill cup with finely crushed ice, pour in one jigger Kentucky Tavern. Stir briskly until frost appears and ice has dropped 1 or 2 inches. Fill remainder with crushed ice and pour in another jigger of Kentucky Tavern. Decorate with mint and insert straws through sprigs. Clip straws off near top of mint (so you get your nose right in it while sipping); place in icebox for half an hour (if you can wait that long) then serve, sip and smile!

Glenmore Distilleries Company
Louisville, Kentucky

THE ARISTOCRAT OF BONDS

© 1947 M. D. CO.



ALL THE PARTS FOR A CALIFORNIA CABIN, HERE LAID OUT ON A BUILDING SITE, CAN BE FITTED INTO A SINGLE CRATE AND CARRIED IN A MEDIUM-SIZED TRUCK

CALIFORNIA CABIN

Small house wins a prize because it looks well, goes up quickly and uses a minimum of materials

The pile of lumber and fixtures shown above can be put together in six days by one man using only two tools—a hammer and a wrench. When he goes through he will have built one of the best looking prefabricated houses on the market. Called the California Cabin, it was recently awarded a first prize for good design by a jury of architects headed by William W. Wurster, Dean of the School of Architecture and Planning of the Massachusetts Institute of Technology. Its designers, Kenneth N. Lind and C. H. Vagthorg of Los Angeles, use the modular system, which means that standard sections, all with the same measurement, can be put together in many different combinations (*next page*). The basic unit for the Cabin is a 4x16 foot section. Several of these assembled form the complete structure. The smallest house costs \$3,200 fully erected. Because of its many windows and ranch-style design, it is becoming increasingly popular all over the southwest U.S.



ASSEMBLED CABIN has walls that are mostly windows. The house is built almost entirely of pre-cut plywood sheets. The girl at left is coming out of the kitchen door.



PLYWOOD SLAB WITH HOLES FOR PLUMBING UNIT IS FITTED ON FLOOR BEAMS



Y-SHAPED UPRIGHTS AND ROOF BEAMS GO UP NEXT TO FORM FRAME OF HOUSE



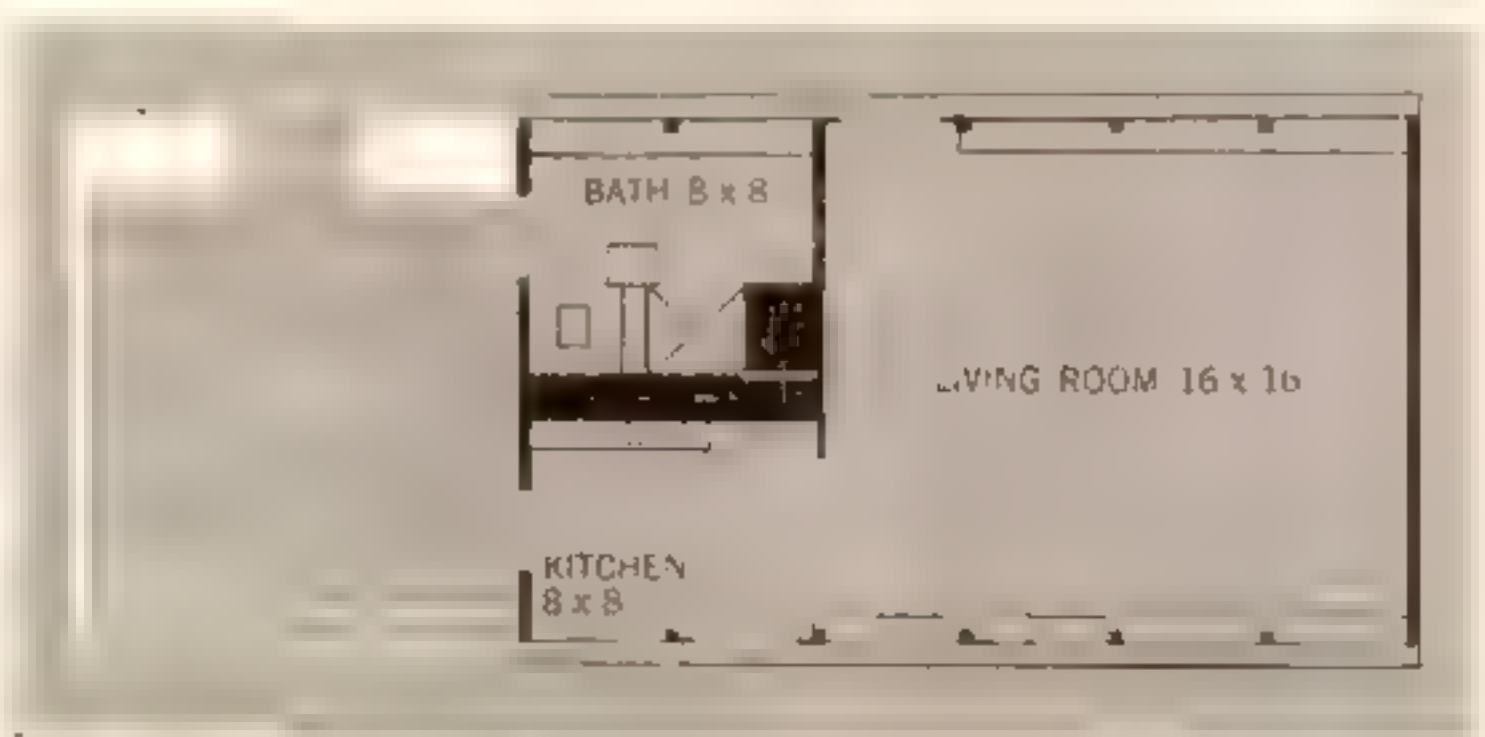
ROOF PANELS (ABOVE) AND RIDGE COVER (BELOW) FINISH THE CONSTRUCTION



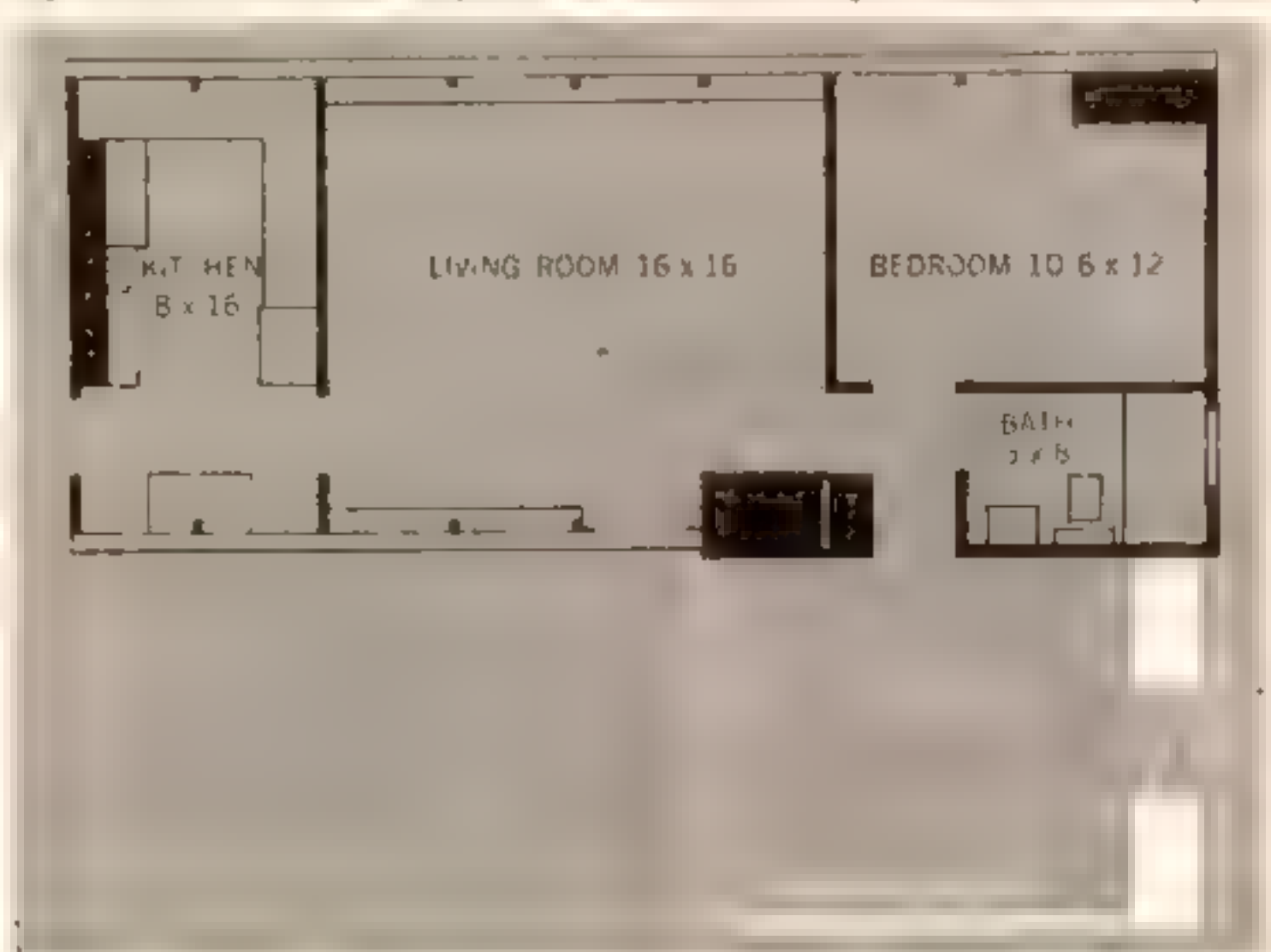
California Cabin CONTINUED

IT IS SIMPLE TO ADD MORE ROOMS

The idea of modular design is demonstrated by the pictures at the left which show how a California Cabin is erected. The basic model of the Cabin is made of six 4x16-foot sections, put together to form a unit with living room, kitchen and bathroom. As the floor plans (below) show, other rooms are easy to add, and the dimensions of rooms can be expanded or contracted by adding or subtracting 4-foot sections. The makers of the California Cabin, Production Line Structures of Los Angeles, are currently manufacturing 100 buildings a month and have more than a dozen different plans to choose from. In their effort to produce a complete house in one packet, the manufacturers include plumbing fixtures and pipes for the bathroom and kitchen, storage closets with sliding doors, wardrobe shelves and bookcases. They are even manufacturing knockdown furniture, especially designed for the house.



BASIC CABIN floor plan is shown above in black lines. It can be expanded by adding a bedroom (white lines, left). The solid area in the plan indicates storage space.



A LARGER HOUSE can be constructed by putting together 12 sections instead of the six that are used in the basic house (top) and by rearranging the interior walls.



RIGHT ANGLE HOUSE shows the flexibility of the module design, which can be adapted to many shapes and different ground levels. House above would cost \$ 6000.

CONTINUED ON PAGE 48

Just the **TICKET** for your type of person!



RELAXER? You can hide away from all cares in the quiet comfort of a Pullman private room. You have your own air conditioning, toilet, wash basin—everything you need. You don't have to leave this cool haven for *anything*!



MIXER? You'll enjoy mingling with the "right people" in the spacious lounge car reserved for Pullman passengers. Whether you're seeking conversation, relaxation, or refreshments—this is *your* spot!



SNOOZER? You'll start yawning the moment you see that full-size Pullman bed. And when you stretch out full-length under those clean, cool sheets—that's all you'll remember 'til the sun comes up!



FUSSER? You'll love having all that room for dressing in the morning. And you'll be glad you arrived safe and sound—on dependable railroad schedules—right in town, convenient to everything!

Go Pullman

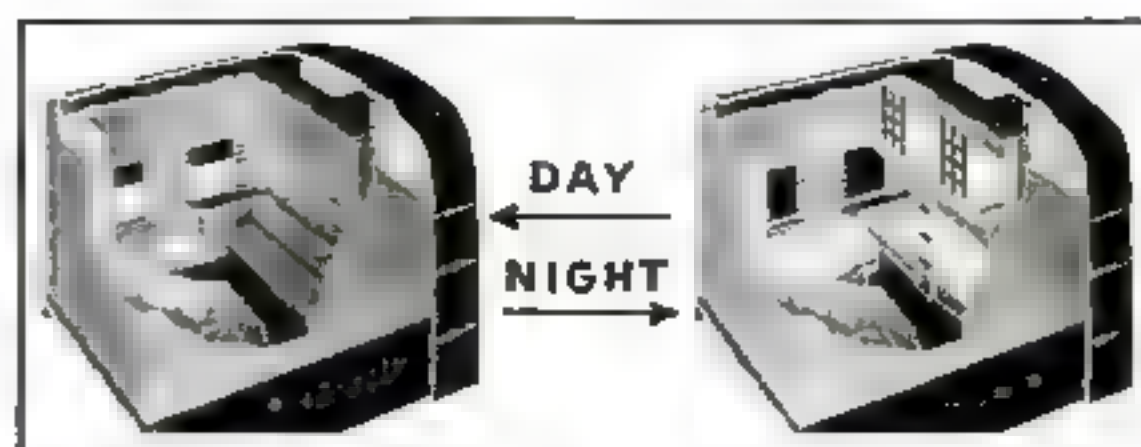
THE SAFEST, MOST COMFORTABLE WAY OF GOING PLACES FAST!

NEW DRAWING ROOM COMBINES MANY ADVANTAGES

DAY... This drawing room, featuring newly designed interior, enclosed washing and toilet facilities, and other refinements is one of several new accommodations included in Pullman cars now being built. Here, it's a spacious living room.

NIGHT... Three large beds come out of the walls at night to make it a comfortable bedroom, with plenty of space for dressing—and all the conveniences of home. This new drawing room will be ideal for family traveling.

© 1947, THE PULLMAN COMPANY



ONLY PALMOLIVE BRUSHLESS OFFERS YOU THIS PROOF!



*Smoother,
More Comfortable
Shaves for 3 Men
out of every 4*

BEARDS EASIER TO CUT—Sold 79%
LESS RAZOR PULL—Sold 75%
CLOSER SHAVES—Sold 69%
SMOOTHER FEELING SKIN—
Sold 82%

**And this way really works—
no matter how you shaved before!**

THE PROOF: 1297 men tested the new, different
Palmolive Brushless Shave Cream Wax, and—no
matter how they shaved before—3 out of 4 re-
ported more comfortable, actually smoother
shaves! Here's all you do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream
immediately, smoothing it upward into
beard. This way, you get the full
benefit of Palmolive Brushless Shave
Cream's beard-conditioning effect!
Then, shave!



Get a Giant Tube
or Big 9-oz. Jar Today!

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If you own a Zippo lighter which is not in
perfect operating condition, Zippo will con-
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We guarantee quicker service than you have
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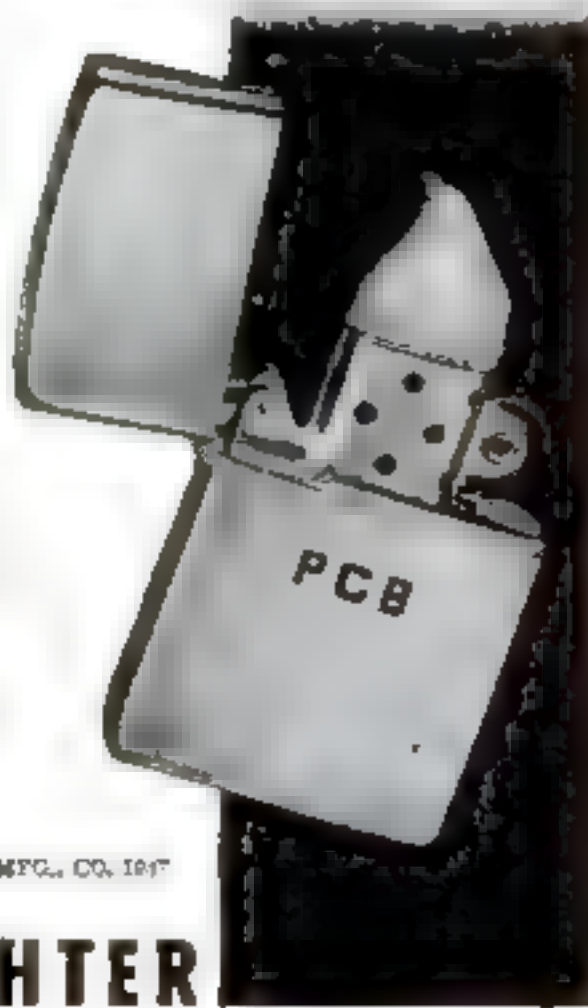
We are the originators of this free service on
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Zippo we have ever manufactured gives its
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There is absolutely no handling charge. We
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ZIPPO Windproof LIGHTER



California Cabin CONTINUED



LIVING-ROOM end of Cabin is spacious and light. Y-shaped upright (left) is patented construction feature which helps keep interior from looking boxy.



KITCHEN end of Cabin is divided in two by plywood partitions. The cooking and dining areas are at left and the bathroom (open door) at the right.



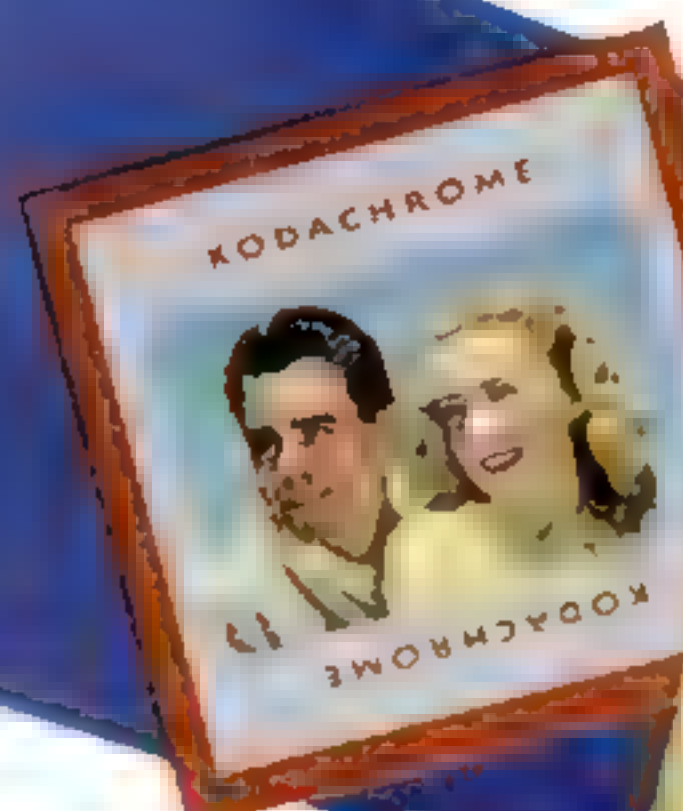
ADDED BEDROOM UNIT costs \$1,000, brought the total price of house to \$4,200. The bookcases and shelves at left are built in as part of each wall.

A great favorite for "color"... **Kodak 35** camera with range finder



A 35mm. "miniature" with fast lens and shutter...and every modern operating feature you need, including automatic focusing device

Makes magnificent Kodachrome pictures...splendid black-and-white snapshots, too, including "flash" shots any time, anywhere



Kodachrome transparencies are mounted without extra cost, ready for home projection



Kodachrome Prints come in four standard sizes



Kodak 35 with range finder and accessory Kodak Flashholder

Wonderful for "flash" shots, in black-and-white or full color. Lens is the brilliant Kodak Anastigmat Special $f/3.5$ —Lumenized to cut flare—geared with highly accurate $1/200$ second Flash Kodamatic shutter. Coupled split-field range finder for fast, sharp focusing. Automatic film stop... exposure counter... double-exposure prevention. Price is extremely moderate for such a fine "miniature." See, also, the still lower-priced $f/4.5$ model without range finder... EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.



Black-and-white prints are supplied in this size by most photofinishers

Color and "flash" shots with these models, too...

Kodak is making more cameras than ever before, but the demand is greater, too. Consult your dealer.



Kodak Reflex
Outstanding twin-lens reflex camera.



Brownie Reflex, Synchro Model—For great snapshots day or night



Kodak Vigilant Junior Six-20, Kodet lens—Capability at moderate cost.



Kodak Bantam ($f/4.5$)
Smallest of Kodaks; expert in color or black-and-white.

Kodak

AUG.

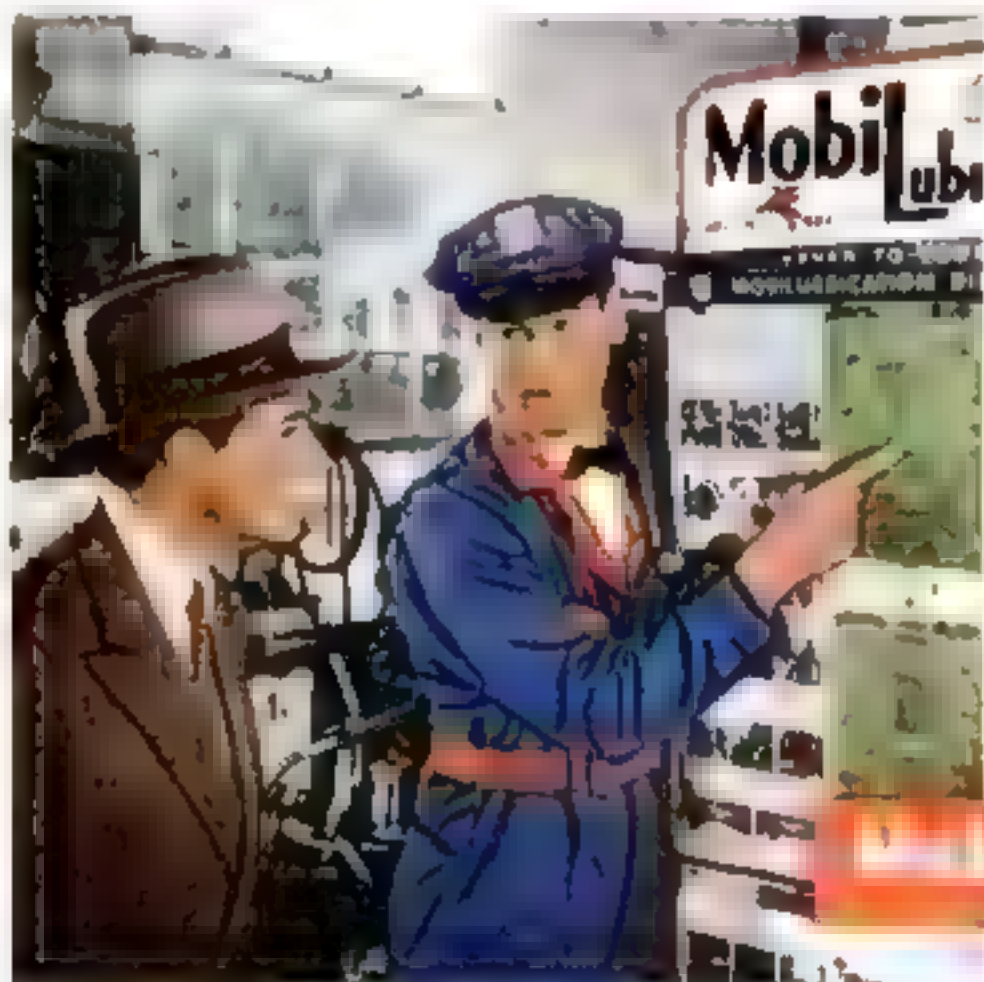
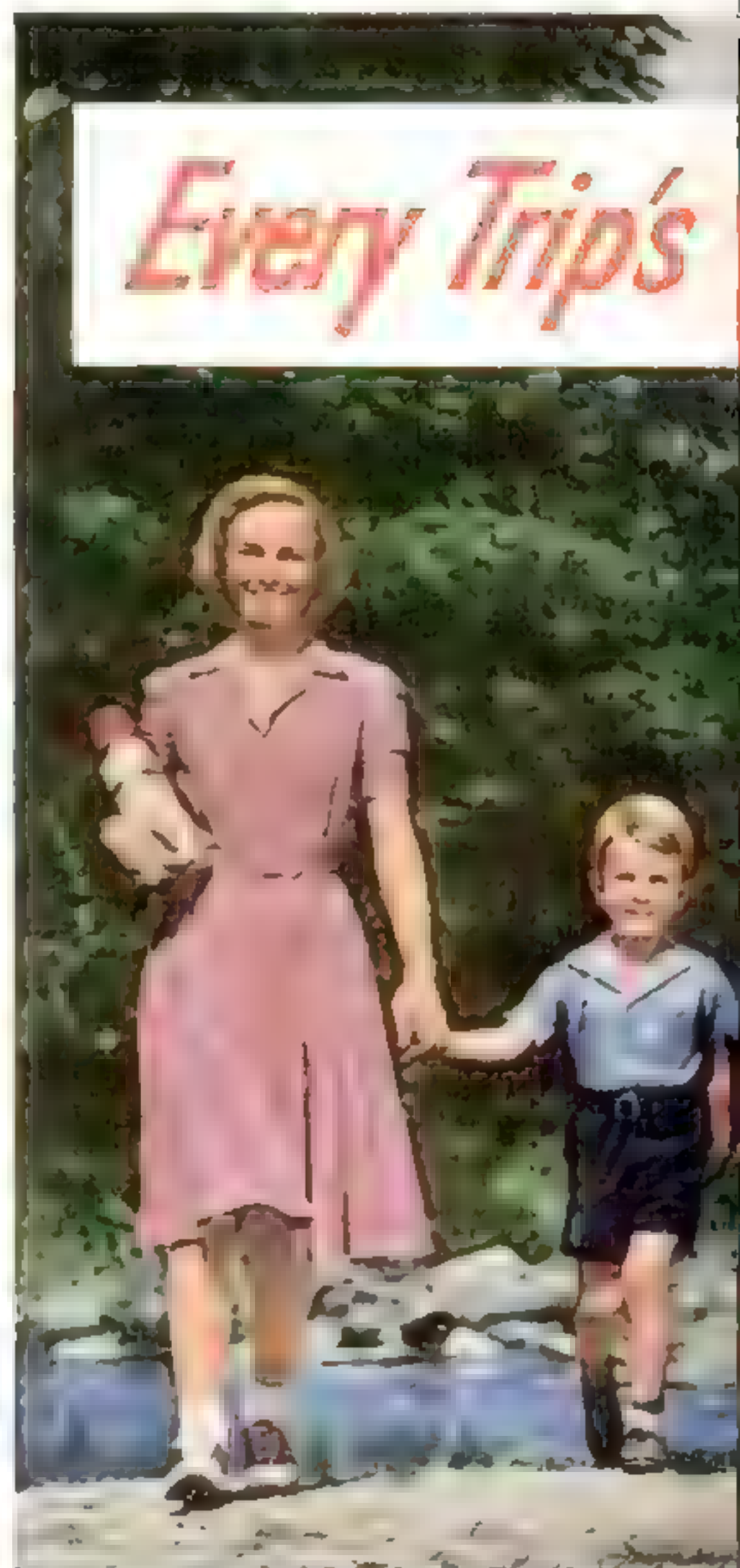
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MOBILUBRICATION. Your friendly Mobilgas dealer works from a scientific chart of your car, protects important chassis friction points with Summer Mobilgreases, inspects as he goes!



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FRONT WHEEL BEARINGS need lubrication regularly to protect against wear. Another special service of your Mobilgas dealer.



HIS COMPLETE INSPECTION of oil filter, spark plugs, battery and chassis points helps you avoid annoying road troubles.

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Mobilgas Special — America's Favorite

You'll step out ahead in traffic—enjoy fast pick-up and pep for hills and passing! Top off August Mobil-Care with Mobilgas Special—for *Flying Horsepower!*

Mobil-Care means extra Car-Care
See Your

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AT THE SIGN OF FRIENDLY SERVICE

SOCONY-VACUUM OIL CO., INC. and Affiliates: Magnolia Petroleum Co., General Petroleum Corp.



RUNS SWELL. Your Mobilgas dealer can help keep your engine cool, smooth-running. Ask him for a Mobil Upperlube Tonic Treatment—it could make a world of difference in driving performance!



LOOKS SWELL. His Mobilgloss gives a quick, easy polish. Cleans as it shines—helps restore finish, preserve lustre!

Mobilubrication



"PICNIC ON A CALIFORNIA BEACH" by John Gannam. Number 6 in the series, "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



THE SOURCES OF SOVIET CONDUCT

Magazine article is causing a sensation because it is believed that it expresses the official U.S. view of why the Russians act as they do

by X

THE political personality of Soviet power as we know it today is the product of ideology and circumstances: ideology inherited by the present Soviet leaders from the movement in which they had their political origin, and circumstances of the power which they have now exercised for nearly three decades in Russia. The outstanding features of Communist ideology as it existed in 1916 may be summarized as follows: a) the central factor in the life of man, the factor which determines the character of public life and the "physiognomy of society," is the system by which material goods are produced and exchanged; b) the capitalist system of production is a nefarious one which inevitably leads to the exploitation of the working class by the capital-owning class and is incapable of developing adequately the economic resources of society or of distributing fairly the material goods produced by human labor; c) capitalism contains the seeds of its own destruction and must, in view of the inability of the capital-owning class to adjust itself to economic change, result eventually and inescapably in a revolutionary transfer of power to the working class; d) imperialism, the final phase of capitalism, leads directly to war and revolution.

The circumstances of the immediate post-revolution period—the existence in Russia of civil war and foreign intervention, together with the obvious fact that the Communists represented only a tiny minority of the Russian people—made the establishment of dictatorial power a necessity. This, together with the abrupt attempt to eliminate private production and trade, had unfortunate economic consequences and caused further bitterness against the new revolutionary regime. While the temporary relaxation of the effort to communize Russia, represented by the New Economic Policy (1921), alleviated some of this economic distress and thereby served its purpose, it also made it evident that the "capitalistic sector of society" was still prepared to profit at once from any relaxation of governmental pressure and would, if permitted to continue to exist, always constitute a powerful opposing element to the Soviet regime and a serious rival for influence in the country. Somewhat the same situation prevailed with respect to the individual peasant who, in his own small way, also was a private producer.

Lenin, had he lived, might have proved a great enough man to reconcile these conflicting forces to the ultimate benefit of Russian society, though this is questionable. But be that as it may, Stalin and those whom he led in the struggle to succeed Lenin were not the men to tolerate rival political forces in the sphere of

power which they coveted. From the Russian-Asiatic world out of which they had emerged they carried with them a skepticism as to the possibilities of permanent and peaceful coexistence of rival forces. There were to be no forms of collective human activity or association which would not be dominated by the party. No other force in Russian society was to be permitted to achieve vitality or integrity. Only the party was to have structure. All else was to be an amorphous mass.

And within the party the same principle was to apply. The mass of party members might go through the motions of election, deliberation,

decision and action; but in these motions they were to be animated not by their own individual wills but by the awesome breath of the party leadership and the overbrooding presence of "the word."

Now the outstanding circumstance concerning the Soviet regime is that down to the present day the process of political consolidation has never been completed and the men in the Kremlin have continued to be predominantly absorbed with the struggle to secure and make absolute the power which they seized in November 1917. They have endeavored to secure it primarily against forces within Soviet society itself. But they have also endeavored to secure it against the outside world. For ideology, as we have seen, taught them that the outside world was hostile and that it was their duty eventually to overthrow the political forces beyond their borders. Finally, their own aggressive intransigence with respect to the outside world began to find its own reaction. It is an undeniable privilege of every man to prove himself right in the thesis that the world is his enemy; for if he reiterates it frequently enough and makes it the background of his conduct he is bound eventually to be right.

It lies in the nature of the mental world of the Soviet leaders as well as in their ideology that no opposition to them can be officially recognized as having any merit or justification whatsoever. Such opposition can flow, in theory, only from the hostile and incorrigible forces of dying capitalism. As long as remnants of capitalism were officially recognized as existing in Russia, it was possible to place on them, as an internal element, part of the blame for the maintenance of a dictatorial form of society. But as these remnants were liquidated, little by little, this justification fell away; and when it was indicated officially that they had been finally destroyed, it disappeared altogether. And this fact created one of the most basic of the compulsions which came to act upon the Soviet regime: since capitalism no longer existed in Russia it became necessary to justify the retention of the dictatorship by stressing the menace of capitalism abroad. But the quest for absolute power, pursued now for nearly three decades with a ruthlessness unparalleled (in scope at least) in modern times, has again produced internally, as it did externally, its own reaction. The excesses of the police apparatus have fanned the potential opposition to the regime into something far greater and more dangerous than it could have been before those excesses began.

So much for the historical background. What does it spell in terms of the political personality of Soviet power as we know it today?



Is Author X George Kennan?

When the article reprinted here in part appeared in the July issue of *Foreign Affairs*, observers were quick to note its close parallel to the official U.S. position on Russia. Arthur Krock in the *New York Times* called it a "guide to official thinking about Russia." U.P.'s R. H. Shackford was more specific, laying it at the feet of George Kennan (*above*). Although Kennan will not confirm or deny this, most people in Washington are sure he is responsible. He is the State Department's top policy planner on world affairs and can speak with authority. Also, from long experience in the U.S. Foreign Service, he knows the Russians like the back of his own hand.



Come over on the
Sunny Brook side!



Enjoy the whiskey that's
"Cheerful
as its Name"

You serve an ace every
time you keep your service
"on the Sunny Brook side."
A light whiskey? Sure!
Flavorful? Yes indeed! Its
delightful, mellow taste tells
you it's from Kentucky.



OLD SUNNY BROOK BRAND

Kentucky Whiskey - A Blend



LOOK FOR THE MAN
ON THE BOTTLE

National Distillers Products Corporation, New York • 93 Proof • 65% Grain Neutral Spirits

ACTORS'
FACES
are extra
sensitive



—that's why **Dennis King**
shaves with soothing **WILLIAMS**

DENNIS KING, starred in Theatre Incorporated's production of "Pygmalion," says: "Removing make-up leaves my face tender. That made shaving a real problem, until I started using Williams. It never irritates."

Smooth, easy shaves

A shaving cream can be truly mild only when it's made of finest ingredients, carefully blended. Williams is a cream like this, the result of over 100 years' experience. Its rich, abundant lather soaks

Your choice of lather or brushless — Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.

beards completely soft. It helps you shave closely without scraping, leaves face feeling refreshed.

Get a tube of Williams Shaving Cream today. If you prefer a brushless shave, try the new heavier, richer Williams Brushless Cream.



SOVIET CONDUCT CONTINUED

Of the original ideology nothing has been officially junked. Belief is maintained in the basic badness of capitalism, in the inevitability of its destruction, in the obligation of the proletariat to assist in that destruction and to take power into its own hands. But stress has come to be laid primarily on a few concepts which relate most specifically to the Soviet regime itself: to its position as the sole truly socialist regime in a dark and misguided world and to the relationships of power within it.

The first of these concepts is that of the innate antagonism between capitalism and socialism. We have seen how deeply that concept has become imbedded in foundations of Soviet power. It has profound implications for Russia's conduct as a member of international society. It means that there can never be on Moscow's side any sincere assumption of a community of aims between the Soviet Union and powers which are regarded as capitalist. It must invariably be assumed in Moscow that the aims of the capitalist world are antagonistic to the Soviet regime and therefore to the interests of the peoples it controls. If the Soviet government occasionally sets its signature to documents which would indicate the contrary, this is to be regarded as a tactical maneuver permissible in dealing with the enemy (who is without honor) and should be taken in the spirit of *caveat emptor*. Basically the antagonism remains.

SOME QUESTIONS FOR TODAY

- ▶ Why are suspicion and unfriendliness the standard Russian diplomatic weapons?
- ▶ Do their occasional political "concessions" indicate any change in attitude?
- ▶ Has Moscow set any date for the showdown with capitalism?

From it flow many of the phenomena which we find disturbing in the Kremlin's conduct of foreign policy: the secretiveness, the lack of frankness, the duplicity, the wary suspiciousness and the basic unfriendliness of purpose. These phenomena are there to stay for the foreseeable future. There can be variations of degree and of emphasis. When there is something the Russians want from us, one or the other of these features of their policy may be thrust temporarily into the background; and when that happens there will always be Americans who will leap forward with glee, announcing that "the Russians have changed," and some who will even try to take credit for having brought about such "changes." But we should not be misled by tactical maneuvers. These characteristics of Soviet policy are basic to the internal nature of Soviet power and will be with us, whether in the foreground or the background, until the internal nature of Soviet power is changed.

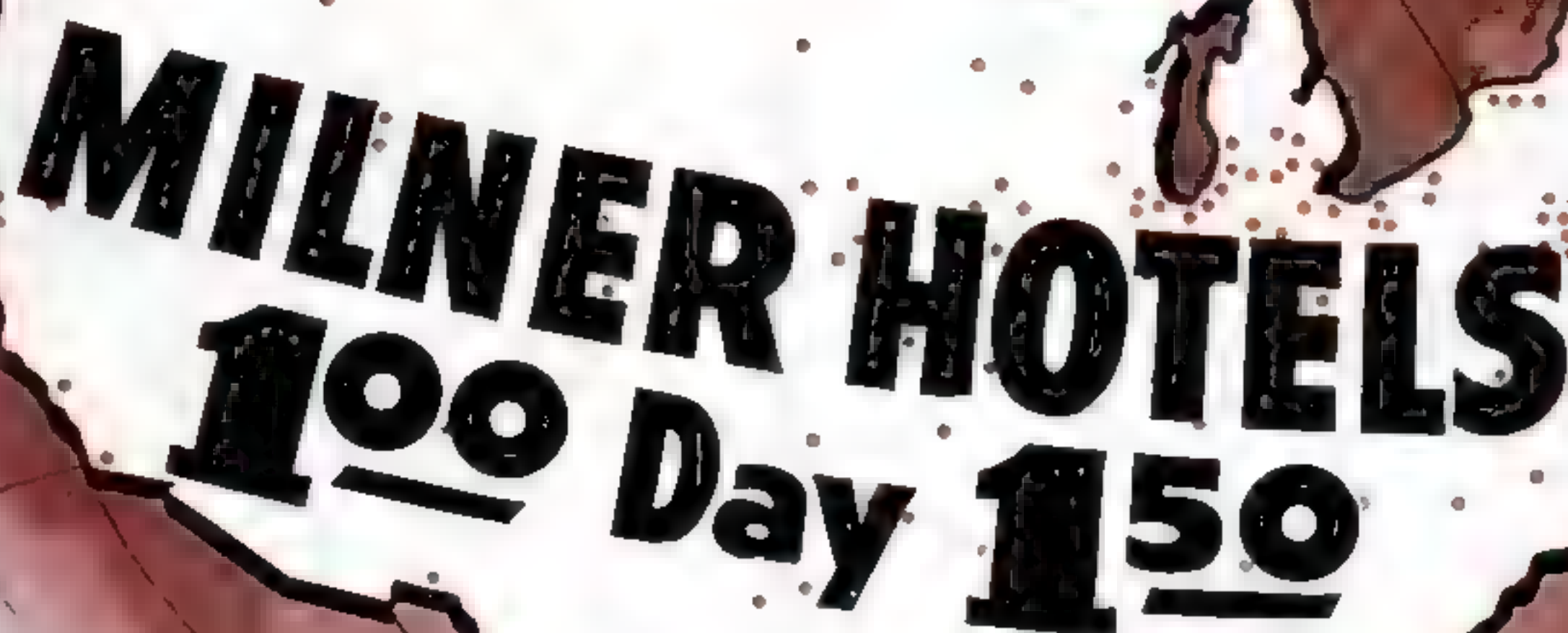
This means that we are going to continue for a long time to find the Russians difficult to deal with. It does not mean that they should be considered as embarked upon a do-or-die program to overthrow our society by a given date. The theory of the inevitability of the eventual fall of capitalism has the fortunate connotation that there is no hurry about it. The forces of progress can take their time in preparing the final *coup de grâce*.

The second of the concepts important to contemporary Soviet outlook is the infallibility of the Kremlin. The Soviet concept of power, which permits no focal points of organization outside the party itself, requires that the party leadership remain in theory the sole repository of truth. For if truth were to be found elsewhere, there would be justification for its expression in organized activity. But it is precisely that which the Kremlin cannot and will not permit.

On the principle of infallibility there rests the iron discipline of the Communist party. In fact the two concepts are mutually self-supporting. Perfect discipline requires recognition of infallibility. Infallibility requires the observance of discipline. And the two together go far to determine the behaviorism of the entire Soviet apparatus of power. But their effect cannot be understood unless a third factor be taken into account: namely, the fact that the leadership is at liberty to put forward for tactical purposes any particular thesis which it finds useful to the cause at any particular moment and to require the faithful and unquestioning acceptance of that thesis by the members of the movement as a whole. This means

CONTINUED ON PAGE 56

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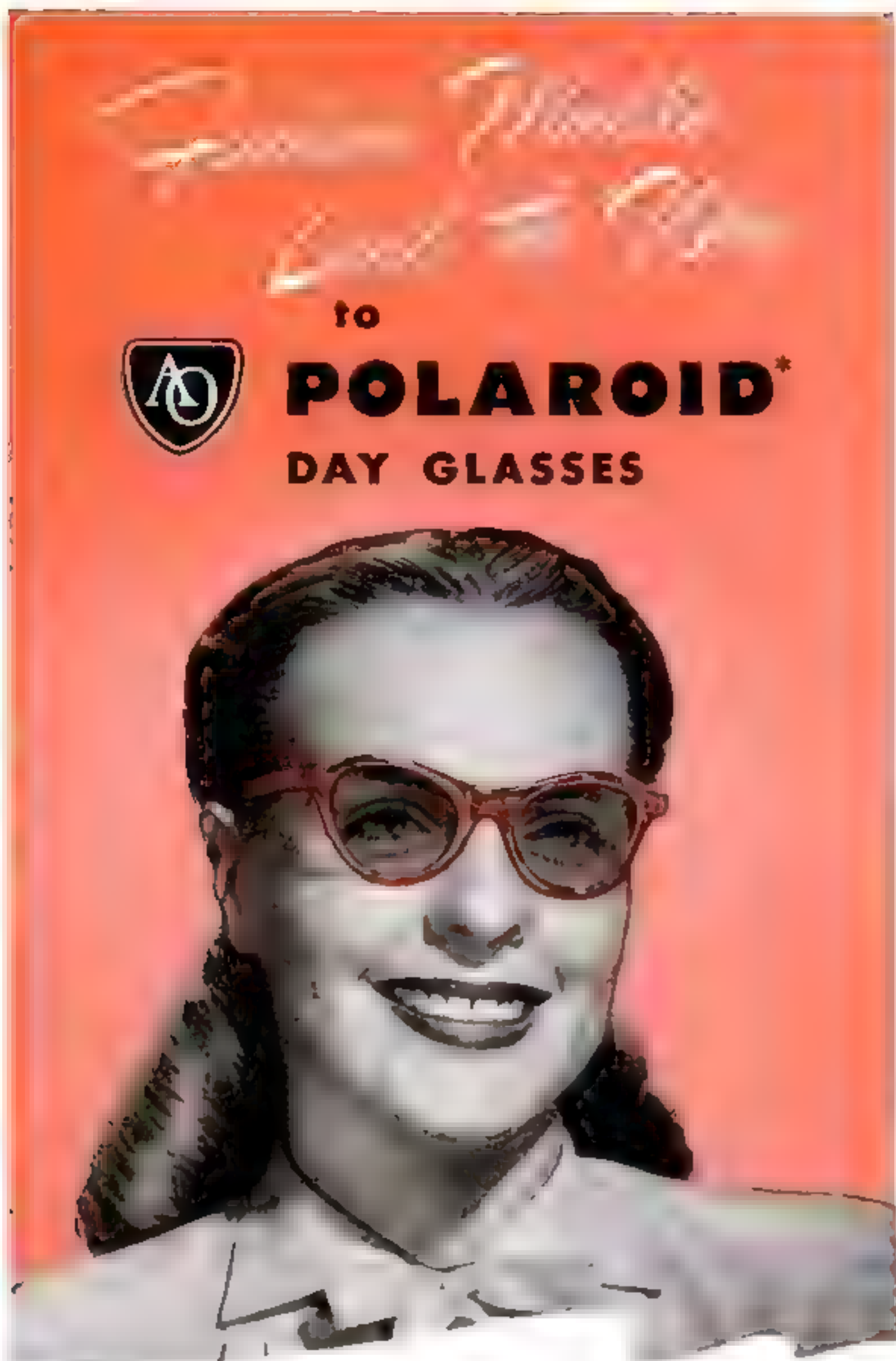
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● Once a traveler himself, Mr. Milner rebelled at the then existing prices of hotel accommodations for men who traveled on limited budgets. He believed that a good room, a good bed, and cleanliness could be priced down-to-earth through volume and standardization. Today, the World's Largest Chain of Hotels is indisputable evidence of his sound policies, rigidly applied since the very beginning.

Growth, with Milner Hotels, is a planned procedure. We need more hotels, now, to carry out our current expansion movement. We urgently solicit inquiries or leads from any person who knows of hotel property we may lease or buy outright. Write, telephone or wire collect, to our Real Estate Department, General Offices, 35th Floor, Book Tower, Detroit 26, Michigan. RAndolph 5400.

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Glamorous *Edna Ryan* is only one of many famous models who choose AO Polaroid Day Glasses! Here she wears Cherry Red; other choices are Sunlight Blue and Sparkling Crystal. You, too, will like AO Polaroid Day Glasses. They're flattering to look at, comfortable to wear—with upsweep frames, Ful-Vue (high) endpieces, well-fitting slip-on temples. Try them, buy them—wherever better sun glasses are sold.

\$2.69
with case



For Men—**POLAROID Day Glasses**

for all-round wear—on the beach, on the water, driving a car. They offer extra "eye-coverage" and scientific protection against reflected sun glare. Crystal frame.

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with case

How AO Polaroid Day Glasses Filter Reflected Glare!

- A** Bright light from the sun strikes a surface.
- B** Some rays bounce off as glare; others reflect to the eye as useful "seeing" rays, show color and detail.
- C** Ordinary sun glasses dim both glare-light and useful light. Glare remains to hide detail, to dilute true colors.
- D** AO Polaroid Day Glasses reduce annoying glare, reveal detail, transmit undiluted color rays.



American Optical
COMPANY

IF IT'S MARKED  —IT'S SMARTLY STYLED, OPTICALLY CORRECT

*U. S. Reg. U. S. Pat. Off. by Polaroid Corp.

SOVIET CONDUCT CONTINUED

that truth is not a constant but is actually created, for all intents and purposes, by the Soviet leaders themselves. It may vary from week to week, from month to month.

The accumulative effect of these factors is to give to the whole subordinate apparatus of Soviet power an unshakable stubbornness and steadfastness in its orientation. This orientation can be changed at will by the Kremlin but by no other power. Once a given party line has been laid down on a given issue of current policy, the whole Soviet governmental machine, including the mechanism of diplomacy, moves inexorably along the prescribed path, like a persistent toy automobile wound up and headed in a given direction, stopping only when it meets with some unanswerable force.

But we have seen that the Kremlin is under no ideological compulsion to accomplish its purposes in a hurry. Like the Church it is dealing in ideological concepts which are of long-term validity, and it can afford to be patient. Thus the Kremlin has no compunction about retreating in the face of superior force. And being under the compulsion of no timetable, it does not get panicky under the necessity for such retreat. Its political action is a fluid stream which moves constantly, wherever it is permitted to move, toward a given goal. Its main concern is to make sure that it has filled every nook and cranny available to it in the basin of world power. But if it finds unassailable barriers in its path, it accepts these philosophically and accommodates itself to them. The main thing is that there should always be pressure, unceasing constant pressure, toward the desired goal.

These considerations make Soviet diplomacy at once easier and more difficult to deal with than the diplomacy of individual aggressive leaders like Napoleon and Hitler. On the one hand it is more sensitive to contrary force, more ready to yield on individual sectors of the diplomatic front when that force is felt to be too strong, and thus is more rational in the logic and rhetoric of power. On the other hand it cannot be easily defeated or discouraged by a single victory on the part of its opponents. And the patient persistence by which it is animated means that it can be effectively countered not by sporadic acts which represent the momentary whims of democratic opinion but only by intelligent long-range policies on the part of Russia's adversaries—policies no less steady in their purpose and no less variegated and resourceful in their application than those of the Soviet Union itself.

The main element of any U.S. policy toward the Soviet Union must be that of a long-term, patient but firm and vigilant containment of Russian expansive tendencies. It is important to note, however, that such a policy has nothing to do with outward histrionics: with threats of blustering or superfluous gestures of outward "toughness." While the Kremlin is basically flexible in its reaction to political realities, it is by no means unamenable to considerations of prestige. Like almost any other government, it can be placed by tactless and threatening gestures in a position where it cannot afford to yield even though this might be dictated by its sense of realism. It is a *sine qua non* of successful dealing with Russia that the foreign government in question should remain at all times cool and collected and that its demands on Russian policy should be put forward in such a manner as to leave the way open for a compliance not too detrimental to Russian prestige.

QUESTIONS FOR NEXT 15 YEARS

- ▶ How long can the Russian people take it?
- ▶ Can Stalin's power be safely transferred?
- ▶ Is the party losing touch with its members?

The Soviet thesis not only implies complete lack of control by the West over its own economic destiny, it likewise assumes Russian unity, discipline and patience over an infinite period. Let us bring this apocalyptic vision down to earth and suppose that the Western world finds the strength and resourcefulness to contain Soviet power over a period of 10 to 15 years. What does that spell for Russia itself?

The Soviet achievement has been carried out at a terrible cost in human life and in human hopes and energies. It has necessitated the use of forced labor on a scale unprecedented in modern times under conditions of peace. It has involved the neglect or abuse of

CONTINUED ON PAGE 51



The Lighthouse — staunch friend of men and ships. By day a blaze of white in the sun . . . by night, an earth-bound guiding star. Firmly rooted in coastal rock, the lighthouse is an enduring part of the American Scene. Painted by Andrew Winter, N. A.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

● Like the lighthouses shining up and down our sea-coast, Maxwell House is part of the American Scene — for coffee is America's favorite beverage, and Maxwell House is its favorite coffee.

That "Good to the Last Drop" flavor is the reason. To achieve it, many choice Latin-American coffees

are expertly blended for *mellowness...vigor...richness . . . full body*. Then "Radiant Roasting" develops the full flavor goodness, and vacuum packing seals it in — roaster-fresh. No air can get in, no flavor can get out! No wonder more people buy Maxwell House than any other brand of coffee at any price!

Tune in . . . Maxwell House Coffee Time, starring Frances Langford, with Carmen Dragon's music . . . ABC, Thursday night



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NEWS! Now in Instant form too!

Good to the Last Drop!

MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE



An aroma actually consists of billions of tiny particles in the air. These particles, in contact with a layer of liquid mercury, can be made to form visible patterns. Here you see one of the visual patterns made by the aroma of Swift's Premium Bacon as photographed by Joseph Breitenbach, New York photographer and Associate of the Royal Photographic Society, who developed the process.

A famous aroma posed for this picture!



This swiftly changing pattern, caught by the color camera is actually a visible effect of the tempting aroma of Swift's Premium Bacon. As in all Swift's Premium and Swift's Brookfield meats, that wonderful aroma is simply the promise of supreme meat goodness, for those two familiar brand names have meant "the finest meat you can buy" for over 62 years.

Without the aid of intricate photographic equipment, you can't see the aroma of frying bacon or sausage, roasting ham or beef or lamb. But you can savor it . . . smell the enticing aroma . . . and anticipate the rest.

There's one thing about the meat you serve that you can see . . . and believe. That's the *brand name* that is plainly displayed on every Swift quality product.

For more than 62 years two famous brands have symbolized the finest of the fine . . . Swift's Premium and Swift's Brookfield. When you ask for meat bearing these great labels, you may be certain that you're get-

ting the very best . . . in flavor . . . in quality . . . in unqualified meat goodness . . . yes, even in aroma!

There's a reason . . .

All along the trail . . . from the wide ranges of the cattle country to the range in your kitchen . . . Swift & Company does everything possible to maintain and to improve the high quality of each of its products.

Swift's standards of buying, grading, inspection and processing are so strict that only meat which is the finest can ever be declared good enough to qualify for the Swift's Premium or Swift's Brookfield brand. And Swift's staff of scientists, working in vast research laboratories and modern up-to-date test kitchens, keep a steady vigil over every Swift & Company product.

Be an *expert* in your selection of the meat for your family. Always ask for Swift's Premium and Swift's Brookfield brands. Those names are your assurance of meat and meat products that are the finest of the fine.

This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 62 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.

Swift & Company

FOOD PURVEYOR TO THE NATION



These Swift Quality Foods are representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



SWIFT'S PREMIUM BACON



SWIFT'S BRANDS OF BEEF



SWIFT'S PREMIUM FRANKFURTERS



SWIFT'S PREMIUM TABLE-READY MEATS



PREM



SWIFT'S BRANDS OF VEAL

Doctors Prove 2 out of 3 women can have Lovelier Skin in 14 days!



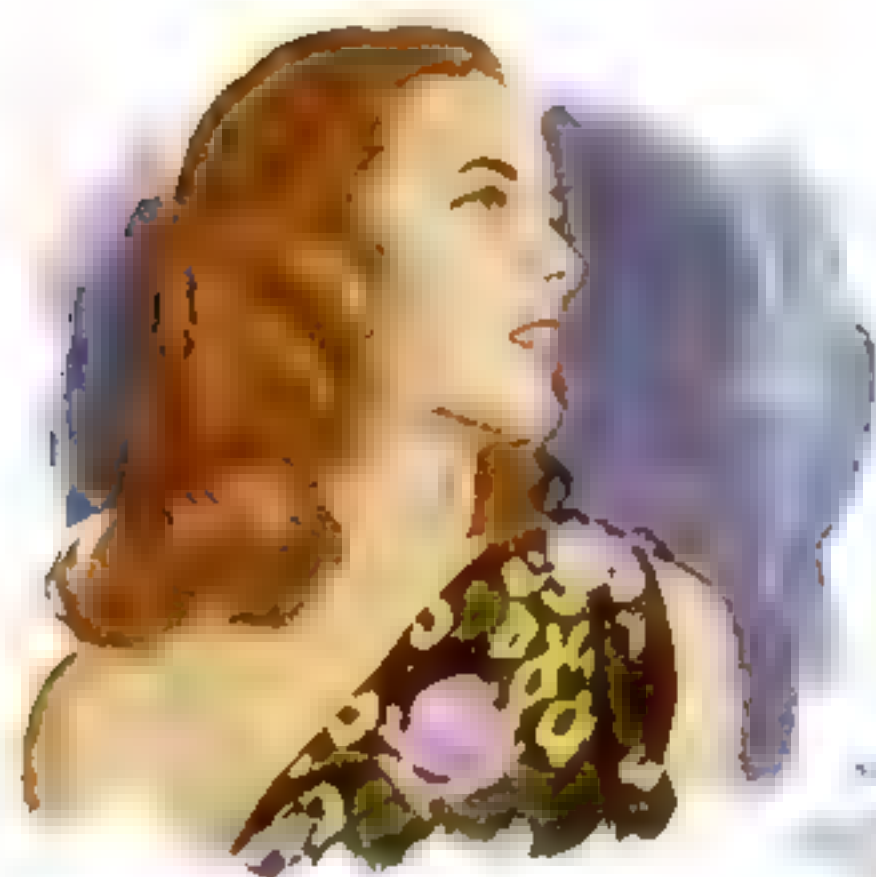
You, too, may
look for these
skin improvements
in only 14 days!



Yes, it's true! 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women of all ages, from fifteen to fifty, with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before. Reason enough for every woman who longs for a lovelier complexion to start this new Beauty Plan with Palmolive Soap!

Less oily—clearer

"My skin became less oily," Ella May Gagnel of New Orleans, reports. Even a cold dress—ten leaves skin flatter's looking—robs it of that clear, even look. The 14-Day Palmolive Plan brought actual definite gains to 89% of the women who had oily skin. See if it won't help your skin become less oily—clearer.



Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My complexion improved a lot," says Helen McCoy of Seattle. The doctors found finer looking, clearer skins in more than half the cases tested. See what Palmolive can do for you!



Fresher, brighter color Less coarse-looking, smoother, too!

"Skin brighter, actually less-sallow! Less coarse-looking, smoother, too," says Louise Shaug, Miss of Boston, after using the 14-Day Palmolive Plan. The 36 doctors reported reported improvements like these for 94% out of 1. Start your Palmolive Plan today!



Here's the Plan Doctors Proved!

- A** Wash your face with Palmolive Soap!
- B** Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!
- C** Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect!



Remember!
Doctors Prove
Palmolive's Beauty
Results!



P.S. For Tub



For Shower



Get the New, Big, Thrifty



Bath Size Palmolive!





AS THESE MEN THOUGHT IN 1919, so the Soviet party member thinks today. They are (from left) Stalin, the ruthless Caucasian; Lenin, the brilliant organizer and apostle of Marx, and Kalinin the professional revolutionary. When this picture was taken Stalin was relatively obscure but was already a powerful member of the party's important Central Executive Committee. After Lenin's death he consolidated his control of the party and liquidated his enemies.

SOVIET CONDUCT CONTINUED

other phases of Soviet economic life, particularly agriculture, consumers' goods production, housing and transportation.

To all that the war has added its tremendous toll of destruction, death and human exhaustion. In consequence of this, we have in Russia today a population which is physically and spiritually tired. The mass of the people are disillusioned, skeptical and no longer as accessible as they once were to the magical attraction which Soviet power still radiates to its followers abroad. There are limits to the physical and nervous strength of people themselves. These limits are absolute ones and are binding even for the cruelest dictatorship, because beyond them people cannot be driven. The forced-labor camps and the other agencies of constraint provide temporary means of compelling people to work longer hours than their own volition or mere economic pressure would dictate; but if people survive them at all they become old before their time and must be considered as human casualties to the demands of dictatorship. In either case their best powers are no longer available to society and can no longer be enlisted in the service of the state.

Meanwhile a great uncertainty hangs over the political life of the Soviet Union. That is the uncertainty involved in the transfer of power from one individual or group of individuals to others.

This is, of course, outstandingly the problem of the personal position of Stalin. We must remember that his succession to Lenin's pinnacle of pre-eminence in the Communist movement was the only such transfer of individual authority which the Soviet Union has experienced. That transfer took 12 years to consolidate. It cost the lives of millions of people and shook the state to its foundations. The attendant tremors were felt all through the international revolutionary movement, to the disadvantage of the Kremlin itself.

But this is not only a question of Stalin himself. There has been, since 1938, a dangerous congealment of political life in the higher circles of Soviet power. The All-Union Party Congress, in theory the supreme body of the party, is supposed to meet not less often than once in three years. It will soon be eight full years since its last meeting. During this period membership in the party has numerically doubled. Party mortality during the war was enormous, and today well over half of the party members are persons who have entered since the last party congress was held. Meanwhile the same small group of men has carried on at the top.

Who can say whether, in these circumstances, the eventual rejuvenation of the higher spheres of authority (which can only be a matter of time) can take place smoothly and peacefully, or whether rivals in the quest for higher power will not eventually reach down into these politically immature and inexperienced masses in order to find support for their respective claims? If this were ever to happen, strange consequences could flow for the Communist party: for the membership at large has been exercised only in the practices of iron discipline and obedience and not in the arts of compromise and accommodation. If consequently anything were ever to occur to disrupt the unity and efficacy of the party as a political instrument, Soviet Russia might be changed overnight from one of the strongest to one of the weakest and most pitiable of national societies.

It is curious to note that the ideological power of Soviet authority is strongest today in areas beyond the frontiers of Russia, beyond the reach of its police power. This phenomenon brings to mind a comparison used by Thomas Mann in his great novel *Buddenbrooks*. Observing that human institutions often show the great-



1. "I'M ON the wrong train," she told me. "There's no Bond Street on my line, yet I distinctly heard you tell that handsome young man to change at Bond Street."



2. "NO MA'AM," I said. "I told him to change to Bond Street—Pipe Tobacco, that is—made by the Philip Morris folks. Gave him some of mine to try in his pipe."



3. "HE CERTAINLY seems to be enjoying it," she said, watching his happy expression as he smoked. She sniffed the fragrant aromatic tobaccos. "Smells nice, too."



4. "I'D BUY SOME for my husband," she mused, "only..." "Only what?" I prompted. "Only I'm single!" And she said it loud enough for him to hear!



"change to
BOND STREET
...for
fragrant
smoking!"

Made by the PHILIP MORRIS PROCESS

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CLOTHES FROM CALIFORNIA*



The California way of life is a vivid wish, a magic dream, in the heart of everyone. Don't just wish...hurry to your favorite store and discover the colorful, carefree clothes that are California-created for *you*. Whoever you are...wherever you live...you'll make part of that dream come true!

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BE SURE IT'S MADE BY

MEN'S WEAR, WOMEN'S WEAR, CHILDREN'S WEAR

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SOVIET CONDUCT CONTINUED

test outward brilliance at a moment when inner decay is in reality farthest advanced, he compared the Buddenbrook family in the days of its greatest glamour to one of those stars whose light shines most brightly on this world when in reality it has long since ceased to exist. And who can say with assurance that the strong light still cast by the Kremlin on the dissatisfied peoples of the Western world is not the powerful afterglow of a constellation which is in actuality on the wane?

It is clear that the U.S. cannot expect in the foreseeable future to enjoy political intimacy with the Soviet regime. It must continue to regard the Soviet Union as a rival, not a partner, in the political arena.

But the possibilities for American policy are by no means limited to holding the line and hoping for the best. It is entirely possible for the U.S. to influence by its actions the internal developments, both within Russia and throughout the international Communist movement. It is a question of the degree to which the U.S. can create among the peoples of the world generally the impression of a country which knows what it wants, which is coping successfully with the problems of its internal life and with the responsibilities of a world power and which has a spiritual vitality capable of holding its own among the major ideological currents of the time.

By the same token, exhibitions of indecision, disunity and internal disintegration within this country have an exhumating effect on the whole Communist movement. At each evidence of these tendencies, a thrill of hope and excitement goes through the Communist world; a new jauntiness can be noted in the Moscow tread; new groups of foreign supporters climb on to what they can only view as the bandwagon of international politics, and Russian pressure increases all along the line in international affairs.

It would be an exaggeration to say that American behavior unassisted and alone could exercise a power of life and death over the Communist movement and bring about the early fall of Soviet power in Russia. But the U.S. has it in its power to increase enormously the strains under which Soviet policy must operate, to force upon the Kremlin a far greater degree of moderation and circumspection than it has had to observe in recent years and in this way to promote tendencies which must eventually find their outlet in either the breakup or the gradual mellowing of Soviet power. For no mystical, Messianic movement—and particularly not that of the Kremlin—can face frustration indefinitely without eventually adjusting itself in one way or another to the logic of that state of affairs.

Surely there was never a fairer test of national quality than this. In the light of these circumstances the thoughtful observer of Russian-American relations will find no cause for complaint in the Kremlin's challenge to American society. He will rather experience a certain gratitude to a Providence which, by providing the American people with this implacable challenge, has made their entire security as a nation dependent on their pulling themselves together and accepting the responsibilities of moral and political leadership that history plainly intended them to bear.



SUCCESSOR TO STALIN, who has helped carry many of the Soviet's leading statesmen to their graves and who is now 67 himself, poses a problem which could shake Russia to her foundations. Two leading candidates who, with Stalin (above), helped bury Khrushchev in 1946, are Molotov (center) and Beria (standing directly behind Molotov), who unofficially controls secret police.

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no other product lets you
tan more quickly
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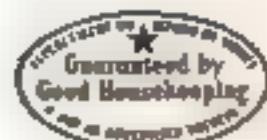
Gain extra hours in the sun... acquire a glorious tan safely in a single day with SUTRA.

Use SUTRA... It blocks out the burn rays... lets the tan rays come through... permits prolonged exposure without risk of painful sunburn.

Use SUTRA... for only SUTRA employs hydroquinone... the wonder sun filter of modern science... to screen out burn rays.

Use SUTRA... either SUTRA Lotion or SUTRA Cream, whichever you prefer. Both are highly effective... lightly scented... non-greasy... so easy and pleasant to use.

At your
drug or
cosmetic
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CAPE COD ART SCHOOLS

VACATION AREA SWARMS WITH STUDENT PAINTERS

The same summer urge which sends established artists to New England to spend their vacations painting (*LIFE*, July 14, also sends aspiring artists there to spend vacations in earnest painting practice. The thickest cluster of summer students settles on Cape Cod in Massachusetts which, during July and August, is the art-school center of the country. Almost every crooked little Cape Cod lane has a sign pointing the way to art instruction (*below*). Almost every street in Provincetown harbors rows of student skylights cut into the roots of the weather-beaten fishermen's shacks. Out among the gnarled pines, the wind-swept dunes and the watchful sea gulls every brand of art from the academic to the abstract has its place in the sun.

The trek to Cape Cod started in 1901 when an Illinois painter named Charles Hawthorne opened the Cape Cod School of Art, which became one of the most famous schools in the country. Times have changed since Hawthorne's conservative days. Students in the Hensche school successor to the Hawthorne, have to adhere to old-line curricular strictness. But newer schools like Wellfleet allow the student every freedom. It has rescheduled classes, as time along coasting, day or excursions to harbors, coves and other nautical places under the guidance of Xavier Gonzalez, Pease Cove prize-winning artist. In August the schools have their final say in a joint contest of the season exhibit where artists display see their sonnet's work hung on the walls of the spacious Provincetown Art Association Gallery.

INDOOR NUDE is painted at Hans Hoffman school. Unlike students on opposite page, whose nudes will

be realistic, this student paints a highly abstract version of the model shown sitting in left background.



ART-SCHOOL SIGNS appear at every turn on the Cape, pointing the way to every brand of art produced in U.S. North Truro's Jerry Farnsworth offers sound

realistic training. Harry Engel in Provincetown and the Wellfleet school approve of modern freedom and Morris Davidson encourages abstractionist ideas.



OUTDOOR NIDE poses in front of students of Cape Cod Farm-worth school for whom, technically, she presents the problem of painting the effect of strong

sunlight on bare flesh. Since model must hold still and not change her position, students in front row have chore of shooing flies and mosquitoes away from her.

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SUN-BAKED ARTISTS from the Hensche school brighten the beach at Provincetown. Dressed in a bizarre variety of shorts, slacks, shirts and smocks, they

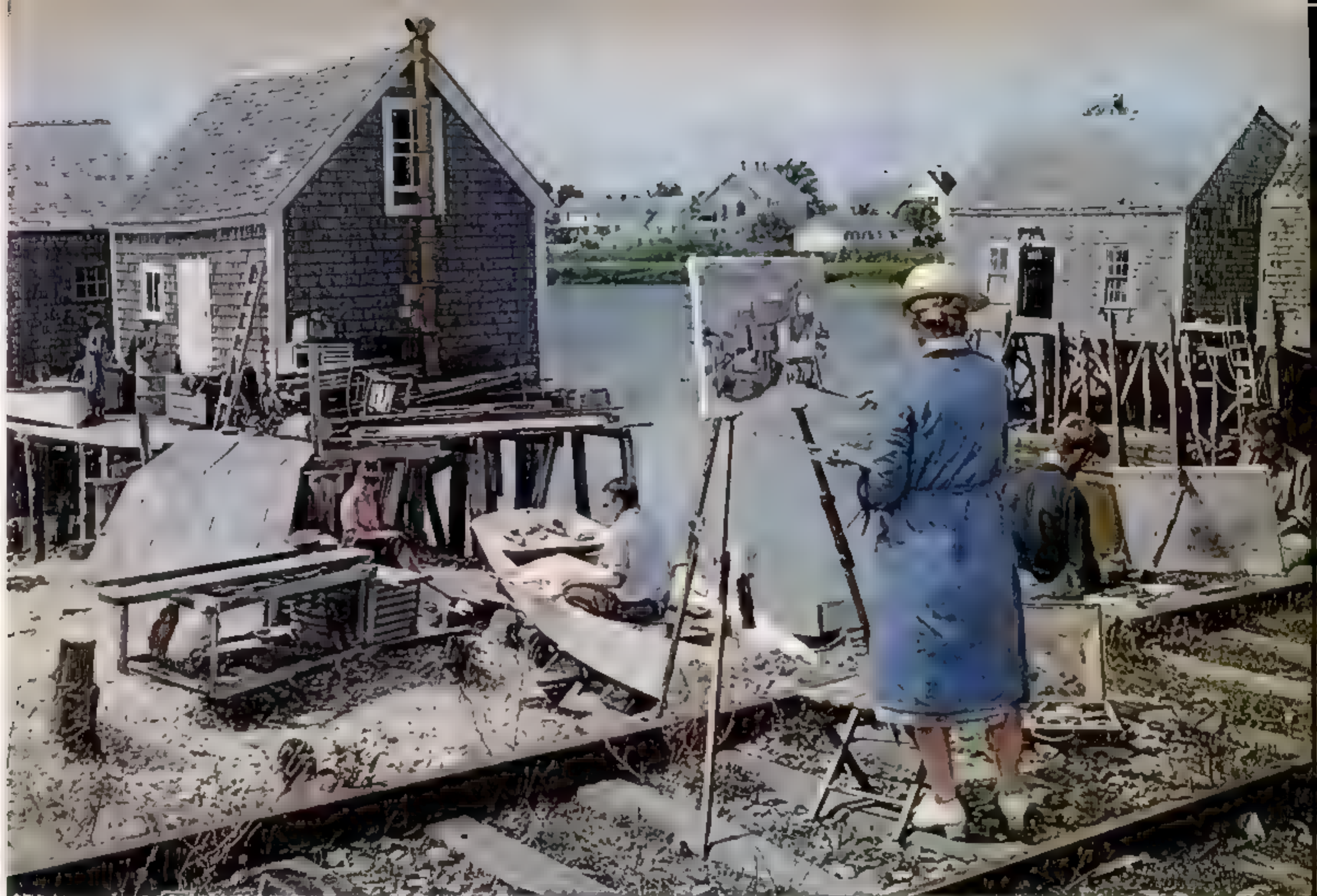
paint a fellow student sitting on a box and smoking a pipe. Hensche students paint only with palette knives, with which they smear on the color in flat, bold daubs.



PICNIC TIME at the Wellfleet school comes after a busy morning session in the studio barn. Students loll on shady lawn and consume sandwiches and coffee.



BEACH TRIPS combine painting with other pleasures. While two diligent Wellfleet students stick to their painting, the rest of the group has gone for a swim.



PAINTER'S PARADISE is this spot near Wellfleet harbor. Artists seem unable to pass by any of fisherman's shack or boat without recording it on canvas.

come back year after year to paint this same scene. The railroad tracks are spattered with paint and littered with old paint rags from earlier invasions of artists.



IN HAPPY SOLITUDE an artist follows the Cape Cod custom of going off by her self to paint. When the tide rises the boat will float and the painter will run.



MONDAY CRITICISM is a big event at the Wellfleet school, where teachers, students and even visitors vigorously criticize the past week's crop of art.

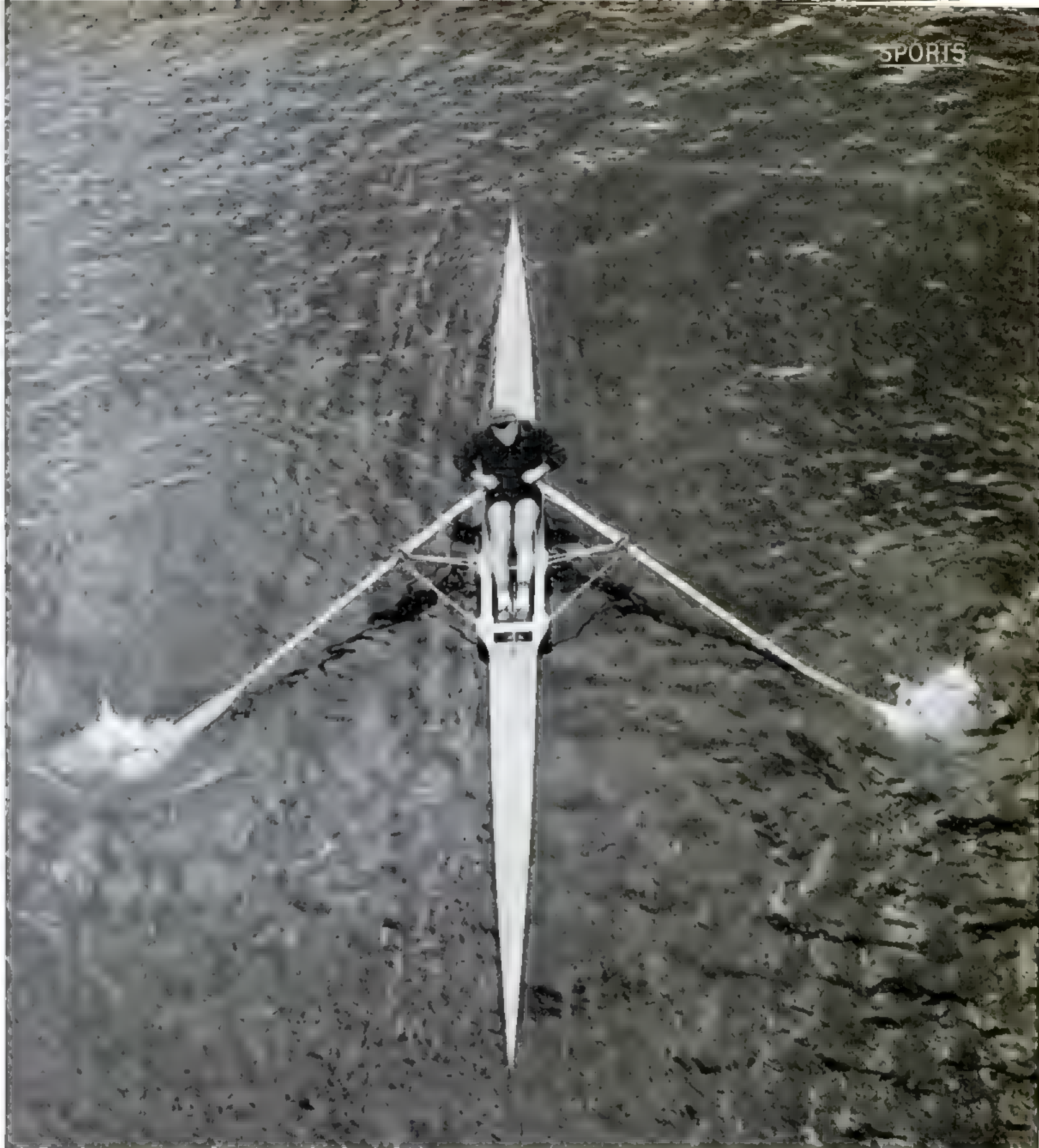
For the King of Highballs...



From Kentucky

BROWN-FORMAN DISTILLERS CORPORATION • At Louisville in Kentucky

Blended whisky. The straight whiskies in this product are 57 months or more old, 35% straight whiskies, 65% grain neutral spirits, 86 proof.



WEARING REPLICA OF CAP HIS FATHER SENT KING GEORGE V AFTER BEING BARRED BY HENLEY IN 1920, JACK KELLY PRACTICES ON THAMES FOR 1947 REGATTA

KELLY VS. HENLEY

**Son Jack wins the Diamond Sculls
to end old grudge against Regatta**

The 108-year-old Henley Royal Regatta, which includes the Diamond Challenge Sculls, is a sporting event with fine British traditions. In keeping with those traditions men who had done menial labor were disqualified a generation ago because their well-developed biceps presumably gave them an unporting advantage over gentlemen. For this reason Henley turned down an American ex brick-layer named John B. Kelly in 1920 when he tried to enter the Diamond Sculls, even though he was good enough to win the Olympic championship

two months later. As a gesture of defiance Kelly sent his green rowing cap to King George V, then vowed that one day he would have a son who would win the Diamond Sculls.

On July 5, at Henley-on-Thames, the vow was fulfilled when 20-year-old John B. Kelly Jr. rowed his slender shell triumphantly down the course (*next page*) to win the Diamond Sculls. The old Henley restriction had been repealed, but young Kelly could have made it anyway. He need not stoop to menial labor since his father is now a millionaire.



AT THE AGE OF 8 Jack Kelly was already rowing with father on the Schuylkill. Kelly Sr. had married the coach of women's water sports at the University of Pennsylvania.



FOR GOOD LUCK young Kelly is splashed with water before the race by his father (right), who used to be splashed by his trainer. Father made fortune as contractor.



CROSSING THE FINISH LINE, Kelly easily defeats Carl Fronsdal of Norway by eight lengths. Previously Kelly had eliminated three other challengers. Last year

young Kelly made his first attempt to win Diamond Sculls, lost to Frenchman Jean Sepharades in race so hard fought that both men had to be lifted from their boats.



“Even the host enjoys the party

... with *DIXIE CUPS*

“Enjoy ‘em, destroy ‘em! Fun’s the word when you know there’ll be practically nothing to wash. You just chuck out the Dixie empties! And the drinks taste even better when you *know* the cup is clean.”

“Dixie”
is a registered
trade mark of the
Dixie Cup Company

If you're limp
as a wet rag

because the caffeine
in coffee's upsetting
your sleep . . .



switch to rich, delicious,

caffeine-free

Sanka Coffee

and sleep like this!



Sanka Coffee is superb coffee.

All coffee—real coffee—finest coffee—97% caffeine-free!

Drink it and sleep!

For your convenience, Sanka Coffee now
comes in two delicious forms—New In-
stant Sanka, as well as your favorite
grind for percolator or drip method!

A Product of General Foods



Kelly vs. Henley CONTINUED



BOTTLED WATER (foreground) and frozen meat were brought from U.S. Here Jack, with sisters Grace (standing) and Elizabeth, studies reports of race.



THE PRIZE is a golden goblet, which Kelly may keep. Diamond Seulls trophy in his left hand must be returned to Henley to be raced for again next year.



A HERO'S HOMECOMING is given to young Kelly in New York by green-capped city officials from Philadelphia, where his father is a political boss.



The AAF's giant B-29 launches a rocket-powered X-5 at high altitude.

ON AIR FORCE DAY, AUGUST 1ST—

Keep your eye on the sky!

Thanks to the spirit and courage of men you know,
it's a peaceful sky today.

Who will keep your sky untroubled?

The grizzled old-timer, guarding a distant outpost.
A crew chief high in the freezing Arctic air.
The test pilot aloft in tomorrow's thundering new model.
Radar repairmen, weather observers,
aviation engineers and aircraftsmen.

It's the young man who enlists in
the Regular Army Air Forces.
The 50-mission veteran who joins the Air Reserve —
the Operations Sergeant who enters the
Air Wing, National Guard.

Yes, all of these — and more.

For Air Power is not men alone.

It's fine airplanes — far-reaching, ever-larger bombers,
and faster, power-charged fighters —
constantly improving with changing time.

It's equipment — the best we can build
in radar, armament, communications, electronics.

It's training learned in battle;
research that leads the way.

Yes, all of these — and more.

For Air Power is not planes alone.

Air Power is an idea — one that must live,
through your support of the
Army Air Forces, for years to come.

It takes *you* to keep your nation safe.

It takes Air Power to preserve your peaceful sky.

U. S. ARMY RECRUITING SERVICE





For a daughter in love in 1847

For a daughter in love in 1947

1847 Rogers Bros. brings you 100 years of beauty

FIRST LOVE ETERNALLY YOURS ADORATION

Imagine a young girl's joy, 100 years ago, when her parents presented her with 1847 Rogers Bros. for her future home!

Today this finest silverplate still makes young hearts beat faster. For each magnificent piece, endowed with 100 years of craftsmanship, has a beauty and quality usually found only in solid silver . . . an extra height and

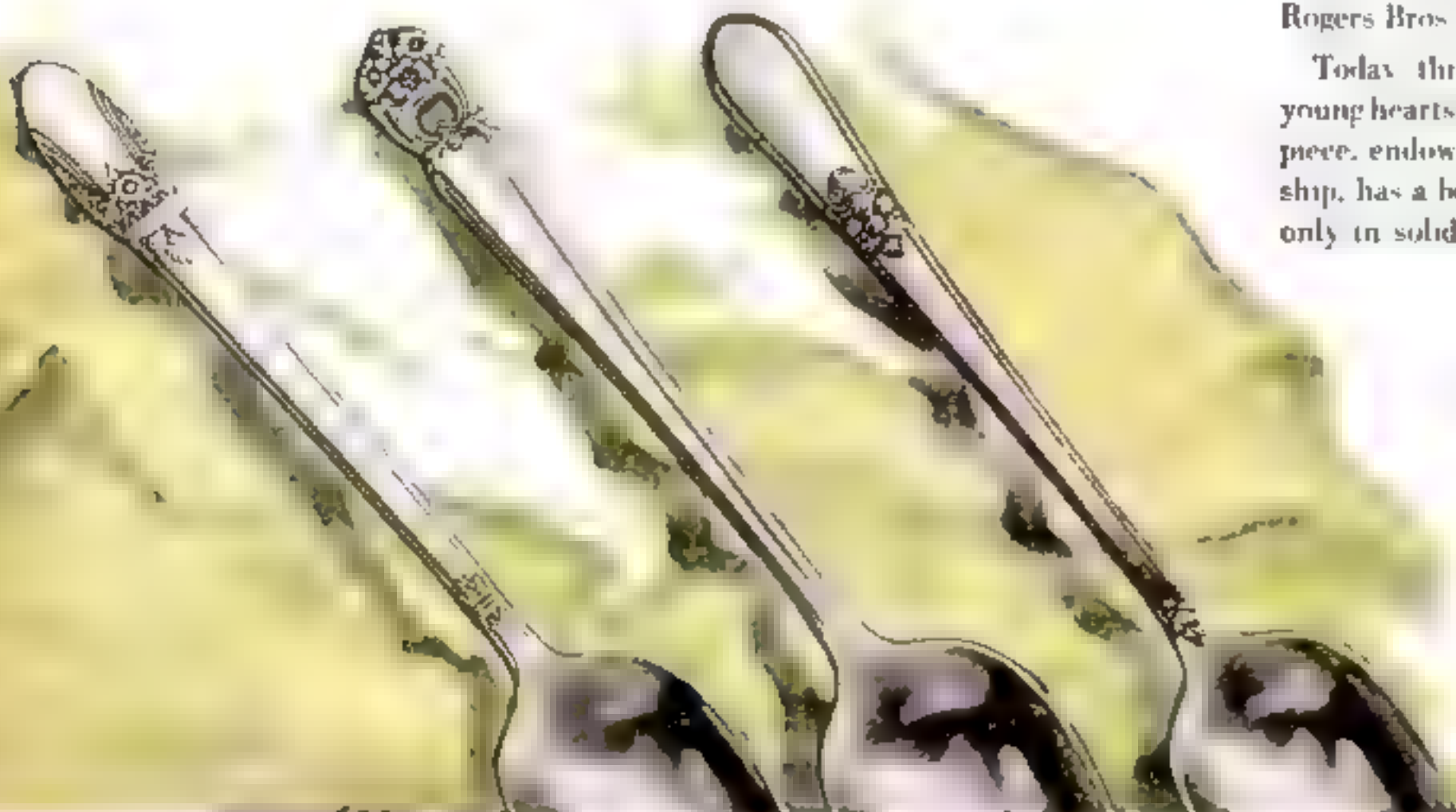
depth of ornament no other silverplate has.

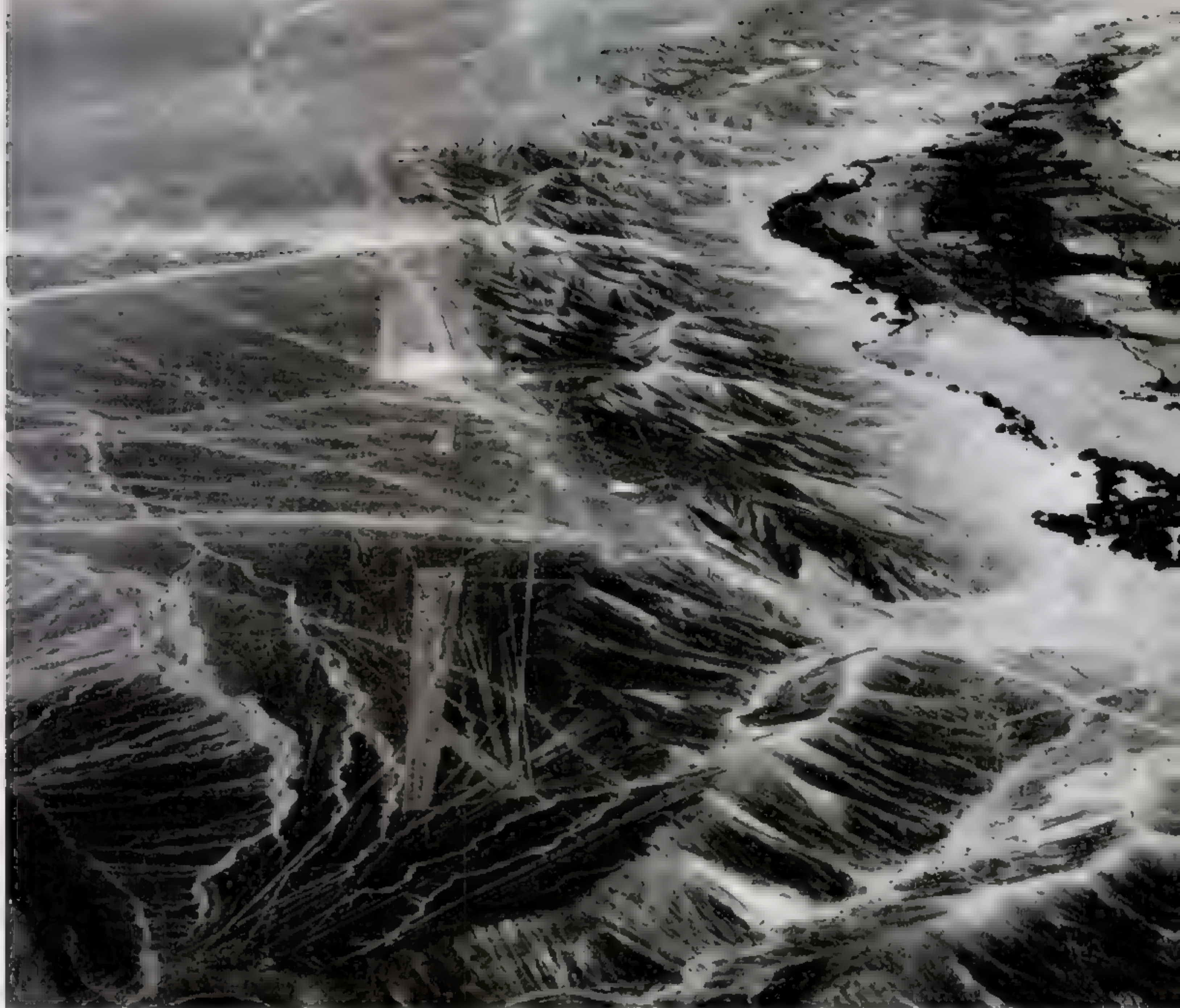
Select your favorite from the patterns owned and loved by more women than any others . . . distinguished by the yearmark "1847." America's finest silverplate—same quality, no increase in price since the war. No federal excise tax. 52-piece service for eight, \$64.75, with chest.

1847 ROGERS BROS.

100th Anniversary

TUNE IN THE SILVER THEATRE SUNDAY 8 P.M., E.D.S.T. C.B.S.





AERIAL PHOTOGRAPH SHOWS THE STRAIGHT LINES AND GREAT TRAPEZOIDS WHICH COVER THE DESERT PLATEAU ABOVE THE IRRIGATED VALLEYS OF NAZCA AREA

PRE-INCA MARKINGS IN PERU

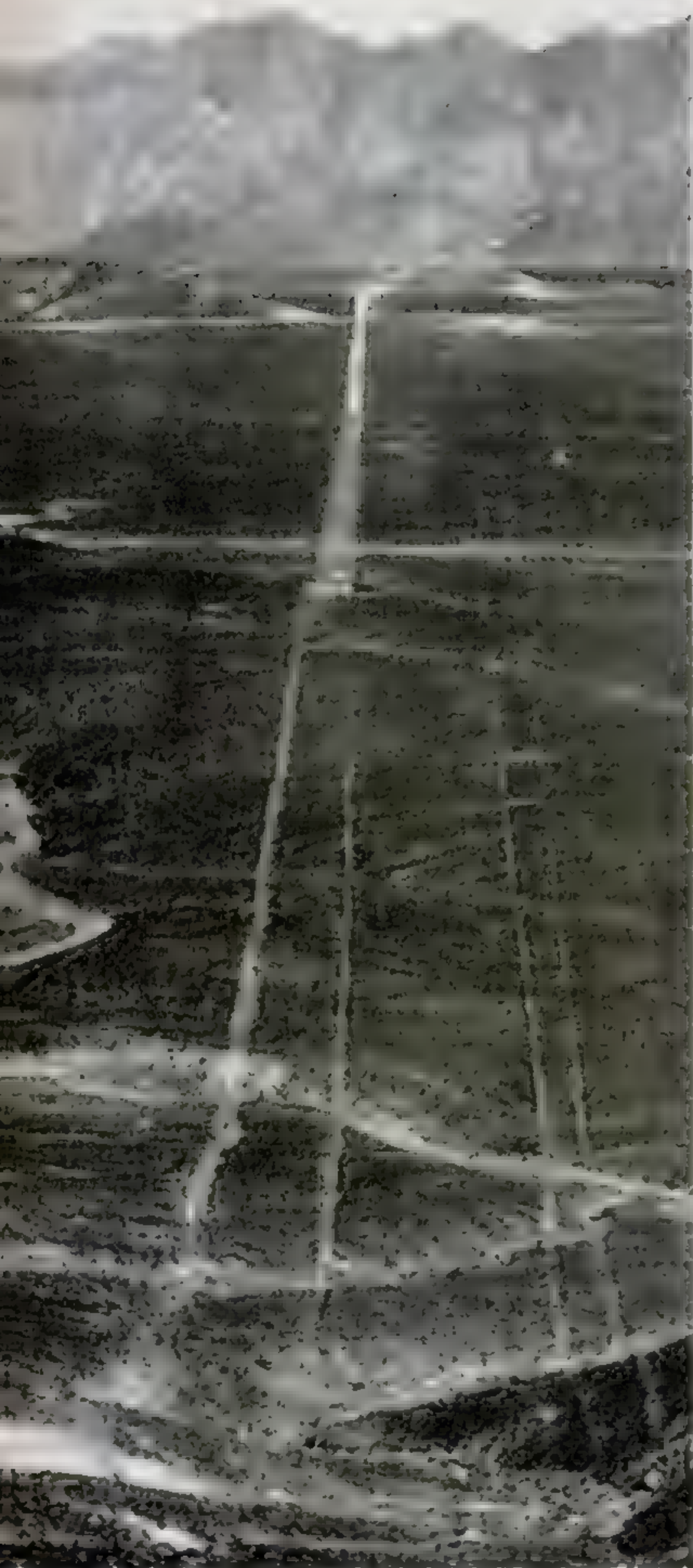
People of Nazca made lines in the desert to plot course of the sun

People flying over the desert of southern Peru are sometimes startled to see an area 50 miles long covered with great geometrical figures and lines which look like airfields and purposeless roads. Visitors studying these markings from the ground have deduced that they were made sometime before 1000 A.D. by people from the country around the valley of Nazca. Why the markings were made, however, has only recently come to light. Dr. Paul Kosok of New York's Long Island University, working in the desert with his wife and Maria Reiche of Lima, discovered that certain of the lines were aimed directly at the points on the hori-

zon where the sun rises or sets on the solstices, longest and shortest days of the year. The people of Nazca, Dr. Kosok believes, probably made the lines to time the seasons and improve their agriculture. Like many other primitive peoples, they made their first excursion into science with the study of astronomy. Other lines in the desert near Nazca probably point to the rising and setting of the moon, planets and stars. The larger geometrical figures may have been holy places where the Nazcans came to worship. On some of them are piles of stones which may have been altars. Next winter Dr. Kosok hopes to go back to Nazca and find out,



DR. PAUL KOSOK and wife Rose first went into the desert to investigate the markings of Nazca in 1941.



UNFINISHED LINE shows how the Nazcans made markings. Surface of the desert was removed, exposing the lighter sub-surface. The thin lines in foreground were made first. Gravel between them was then cleared away to make broad line in the distance.



MAP OF THE MARKINGS shows an area of one square mile. Lines which point to sun and moon have been plotted by Dr. Kosok's associate, Maria Reiche. Irregular figures like bird at upper left and spider in left center may symbolize constellations.

MARKINGS HELPED PREDICT SEASONS

The people of Nazca made their markings on the land primarily for practical reasons. Living in the midst of one of the driest deserts in the world, they wanted to know when spring rains and thaws in the Andes would fill the little rivers that irrigated their fields. The markings made it possible for them to predict the seasons by indicating the seasonal movements of the sun and other objects in the sky. Unlike the Maya of Guatemala and Mexico, the humble Nazcans never had the wealth and manpower to build temples and pyramids for this purpose. In spite of their scale the markings of Nazca were easy to make. The Nazcans merely removed gravel which had been darkened by the sun and air from the lighter gravel underneath. Since then the desert has been so perfectly dry that the markings have remained almost unchanged. Within a few years, however, the markings may be erased forever. Plans are afoot to irrigate and farm the desert uplands with their



CIRCULAR FIGURES, one of which is shown at lower right in the map above, occur with straight lines and trapezoids in many parts of the Nazca region. They were made by clearing away gravel in one continuous line which never crosses itself.

CONTINUED ON PAGE 77

A boy and his dog...
and High
Adventure!



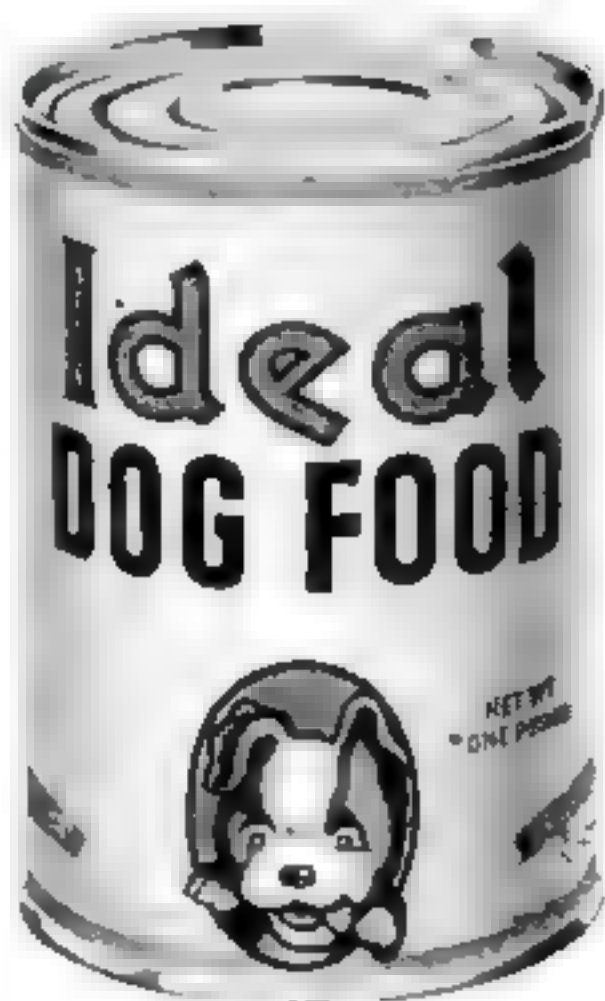
"Do you see what I see Shep?"

Ideal

THE 7 COURSE MEAL

Freshly made of selected meat, meat by-products and other proved ingredients, Ideal is mixed and quickly sealed in sterilized cans. Then it is pressure-cooked right in the can. The day you open a can of Ideal, it is as fresh as it was when packed.

Demand for "fresh-packed" Ideal, in cans, is great, but most dealers can supply you. Pick Ideal—the food your dog will eat and like! Made only by Wilson & Co., nationally known meat packers.



A BOY with a dog is blessed with golden opportunities for character-building and high adventure. A boy *without* a dog misses many experiences that help to establish some of life's fundamental values.

Think of these things when you select a food for your dog. He deserves *the best*. And the best is easily supplied today if you feed him nationally famous Ideal—"The 7-Course Meal"—FRESH-PACKED, in cans.

Clip the
Coupon
Now!



New Book for PET OWNERS...

Hundreds of facts on proper care and basic training! Histories and descriptions of 47 breeds of dogs and cats! How to recognize desirable qualities in a dog! A wealth of information and dozens of beautiful photographs!

Simply mail 3 Ideal Dog Food labels and 10c to cover mailing and handling.



Use This Coupon

Wilson & Co. (Dog Food Dept. L.)
U. S. Yards, Chicago 9, Ill.
Enclosed are 3 Ideal labels and 10c. Please send your Ideal Dog Guide.

Name.....

Address.....

City & State.....



ANCIENT IRRIGATION CANAL in the region north of Nazca is deepened by the same method which has been used for 2,000 years. Diggers pass the dirt up a series of

steps from the bottom of the canal to the banks. Dry during the winter, the canals bring water from the rivers in the spring to soften the sun-baked earth for planting.

CARLING'S



Don't be running to the phone every night or so—
Carling's comes in cases too. Let that Red Cap
remind you:

It's Light—not lousy
Mellow—not musty
Better—not bitter

all the result of Carling's unique and exclusive
method of cross-blending in the vat.

Like beer? Like ale? Then, Carling's in cases has
a place in your house.

BREWING CORPORATION OF AMERICA, Cleveland, O.

Carling's Platform—The best in
every bottle every day. No
stretching of ingredients; no
skipping of care. In bottles
only. Now at the same price as
premium beers.

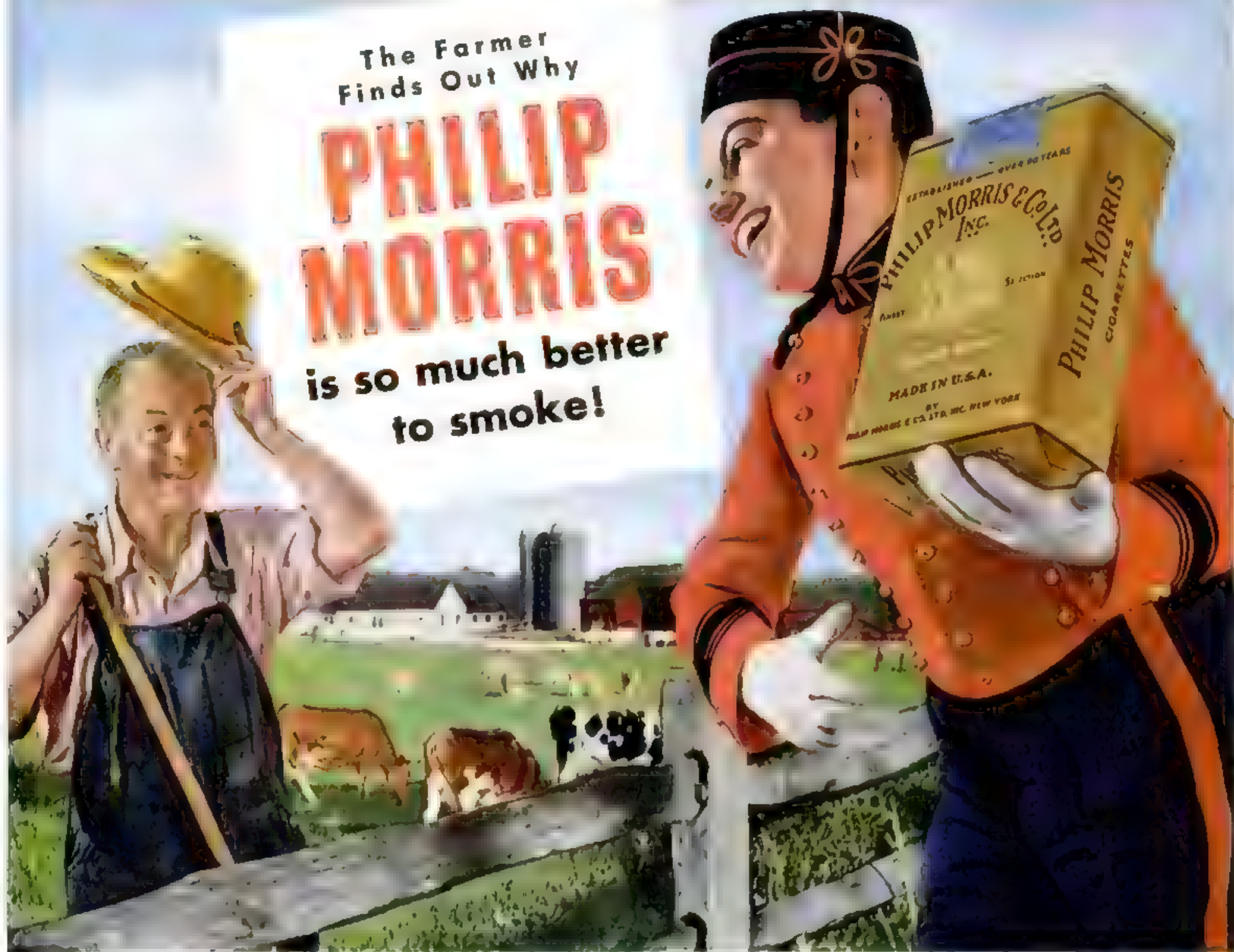
BORN IN CANADA (1848). NOW GOING GREAT IN THE 48 STATES AS A PRODUCT OF U. S. A.

JOHNNY ON THE SPOT

The Farmer
Finds Out Why

PHILIP MORRIS

is so much better
to smoke!



The Farmer thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

We don't know who will die —
but we know how many



1. A Mortality Table tells us how many of a certain age will live to be a year older, two years older, ten years older, etc. For example, take 1000 children...

age will live to be a year older, two years older, ten years older, etc. For example, take 1000 children...

2. One Mortality Table shows how many of a certain age will live to be a year older, two years older, ten years older, etc. For example, take 1000 children...

3. At seventy, 461 of the 1000 children...

BESIDE CHART SHOWING AMERICANS MARCHING TO THE GRAVE, CHIEF ACTUARY H. R. BASSFORD COMPUTES PREMIUM RATES

Metropolitan Life

It has become the world's biggest business by betting on John Doe

The Metropolitan Life Insurance Company is the world's biggest private business. It has 32 million customers, who as of Dec. 31, 1946 were insured in the amount of \$34,422,019,111. Metropolitan has more than \$8 billion worth of assets, more than the combined wealth of the Pennsylvania Railroad, General Motors, U.S. Steel and E. I. DuPont de Nemours. In world history no other single company has ever achieved such vast economic stature.

Metropolitan has reached this position by making what appears to be a simple gamble: John Doe, the average man, will live longer than he thinks that he will. Actually, barring random

disasters, John Doe's life span is not a matter of chance. Knowing much more about this life span than John Doe does, Metropolitan's chief actuary, Horace R. Bassford (above), decides how much money Doe must pay in premiums so that Metropolitan will be able a) to pay Doe's widow when he dies and b) to make a tidy profit by investing Doe's money in the meantime.

This profit has become so tidy since 1868, when Metropolitan Life was founded, that the company now holds more than \$4 billion in U.S. government bonds, \$243 million in Canadian bonds, \$632 million in public-utility bonds and vast amounts in steel mills, rubber works,

real estate, chemical plants and other industries. Metropolitan money is so interlocked and enmeshed with the U.S. economy that nothing short of complete national disaster could bring about the company's downfall. All of this has come about because the average man, who individually is here today and gone tomorrow, is collectively so predictable that Metropolitan can safely and profitably forecast his life span. When John Doe, for example, is born on July 28, 1947, Metropolitan already knows that he will die of heart disease on the morning of July 28, 2012 in his bed on the second floor rear of a \$3,073 house in a city like Hiawatha, Kan.



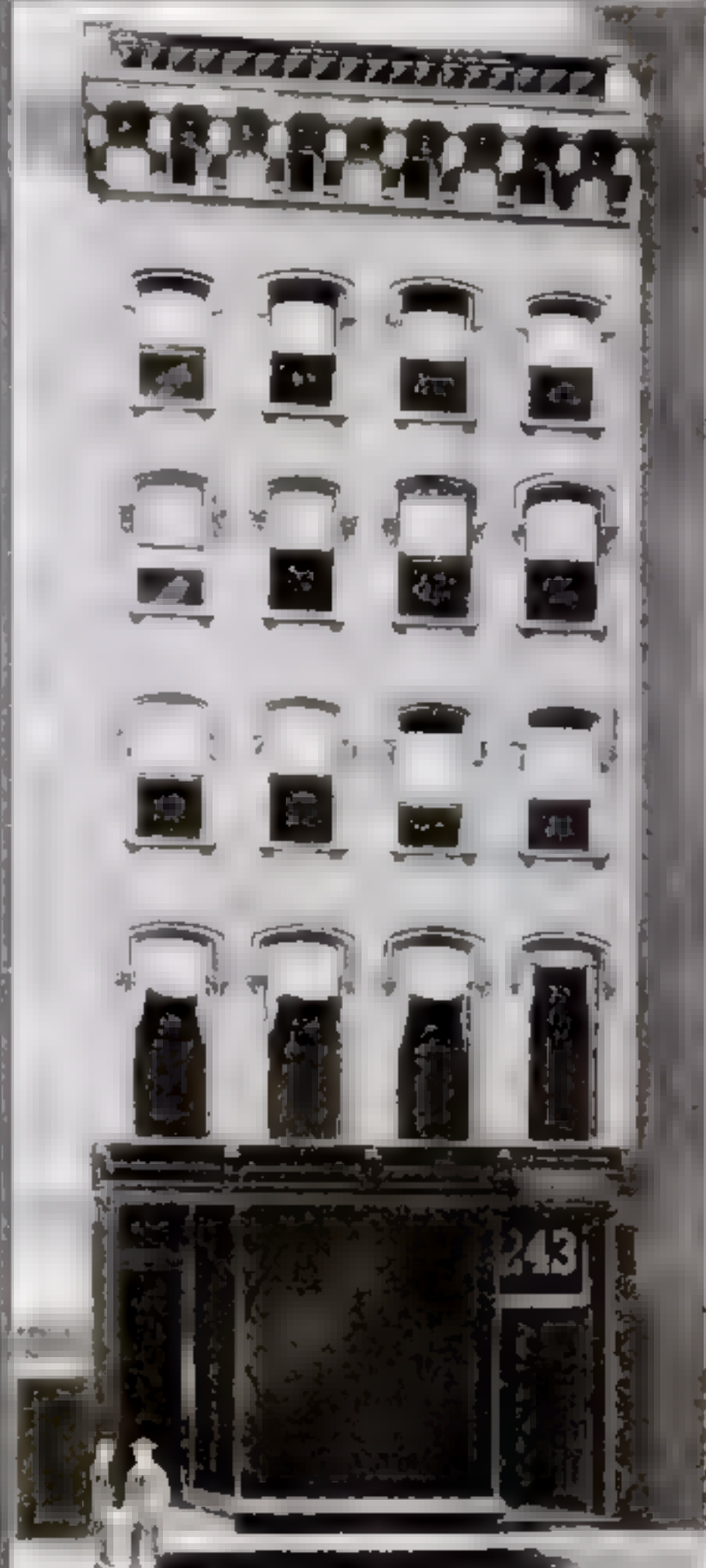
FIRST PRESIDENT was James R. Dow, a physician.



HEALTH CAMPAIGNS are Metropolitan institutions. In 1925 President Haley Fiske (left) helped broadcast athletics.



FIRST WOMAN employee (in 1877) was Carrie Foster.



FIRST OFFICE in 1868 was a 2 1/2-room space on the second floor of 243 Broadway, New York.



PRESENT OFFICE in downtown New York has tower and annex, covers two city blocks.

History

It all started with an old leather box

Metropolitan sold its first life insurance in 1868, having at that time about \$200,000 worth of securities in a leather box in the office of President James Dow (top, left). Company headquarters occupied 2 1/2 dingy rooms in a Manhattan office building (left), and insurance files filled only a few desk drawers. Metropolitan has made its huge strides in 79 years.

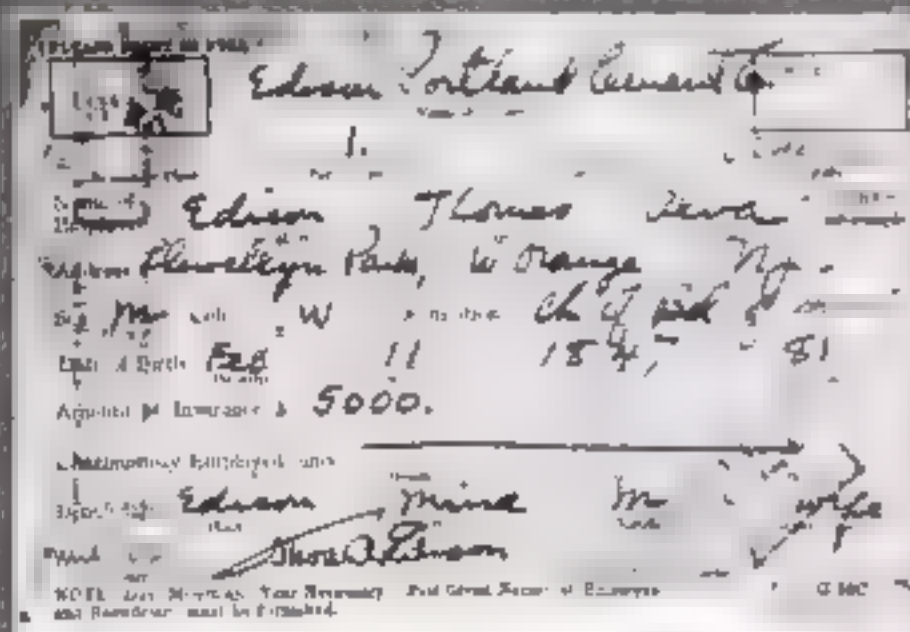
In 1877 the company hired its first woman employee (top, right). In 1909 it began public-health work and in 1915 it was mutualized. Despite such progress and despite the fact that the life span of the average American has been steadily increasing since the company was founded, Metropolitan, like other insurance companies, still computes premiums with the aid of mortality tables compiled in 1868. This is a highly profitable practice.



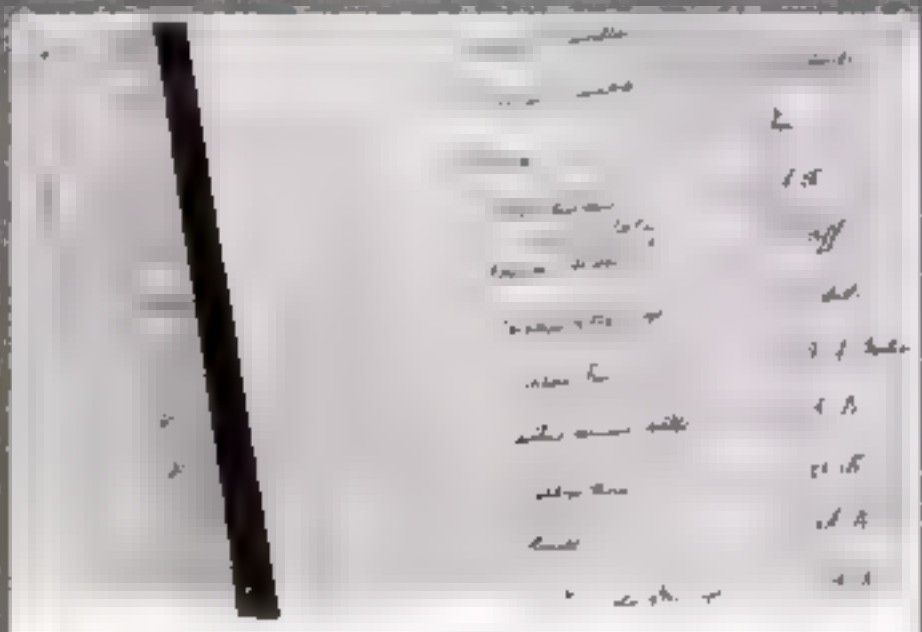
FIRE VICTIMS of the San Francisco disaster in 1906 were given shelter in Metropolitan tents.



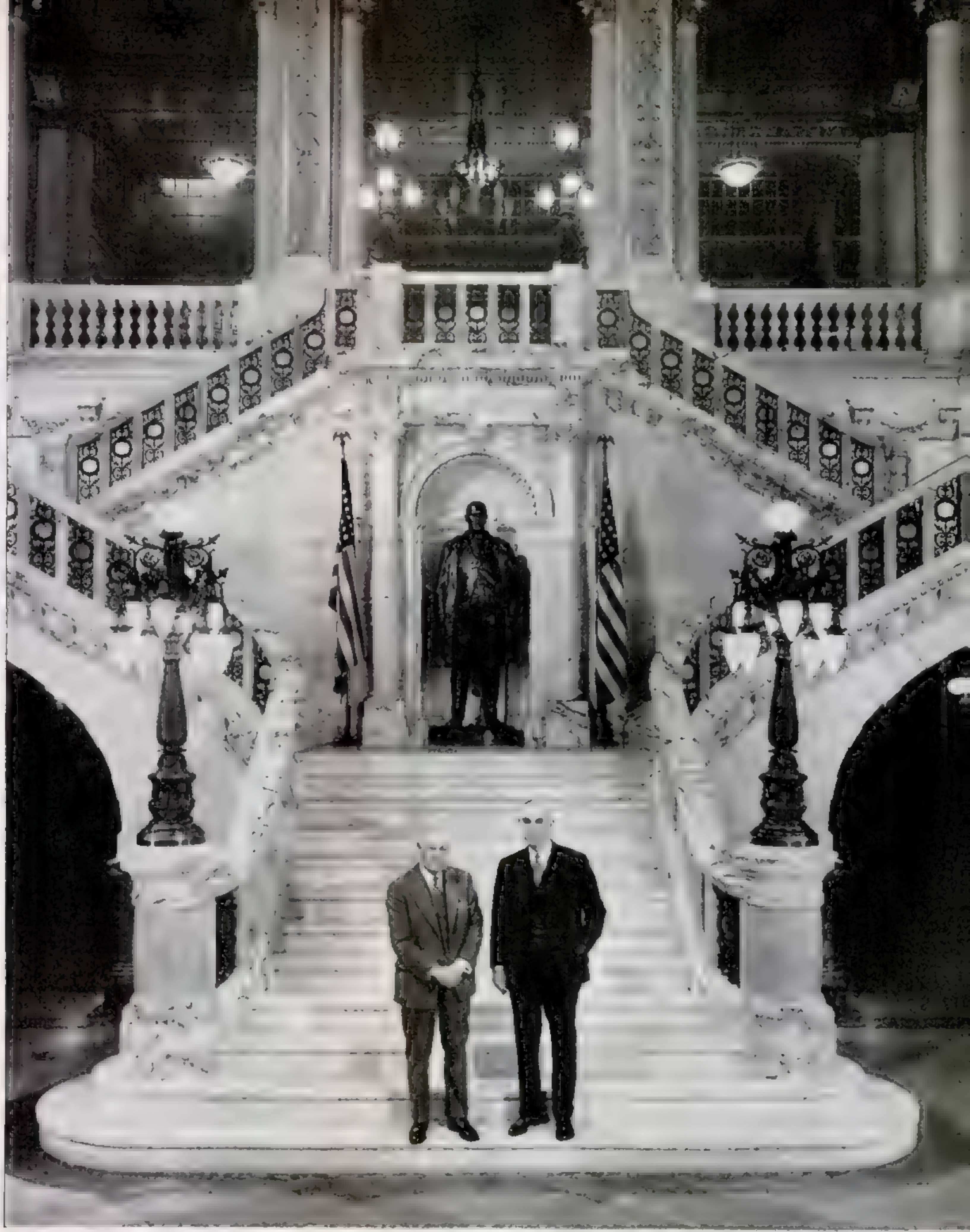
LEATHER BOX inherited from defunct company once contained all Metropolitan's securities.



THOMAS EDISON, 81, got a policy in 1928. He paid premiums for only 3 years, then died.



CAUSE OF DEATH (fifth from top) of one man who died while working for the company. It was "Free & Full Living".



TOP OFFICIALS Frederick H. Ecker (*left*), chairman of the board, and Leroy A. Lincoln, president, stand on marble stairs in Metropedco's New York office.

Ecker started work for the company in 1893 as a mailboy at \$1 a week, has since directed the investment of more private capital than any other man in history.

PAYMENTS TO POLICYHOLDERS

32,000 CHECKS DAILY

IN 1946

\$630,302,802.75

15.772.00 EACH MINUTE

12:13:00

1930'305'805'12

ASSISTANT TREASURER Lawrence Washington has his name stamped on most company checks next

to that of Metropolitan's President F. M. duBois. These names are reassuring to rural or hard money people.



THIRD VICE PRESIDENT George Geyer (left) supervises housing projects. Here, with assistants,

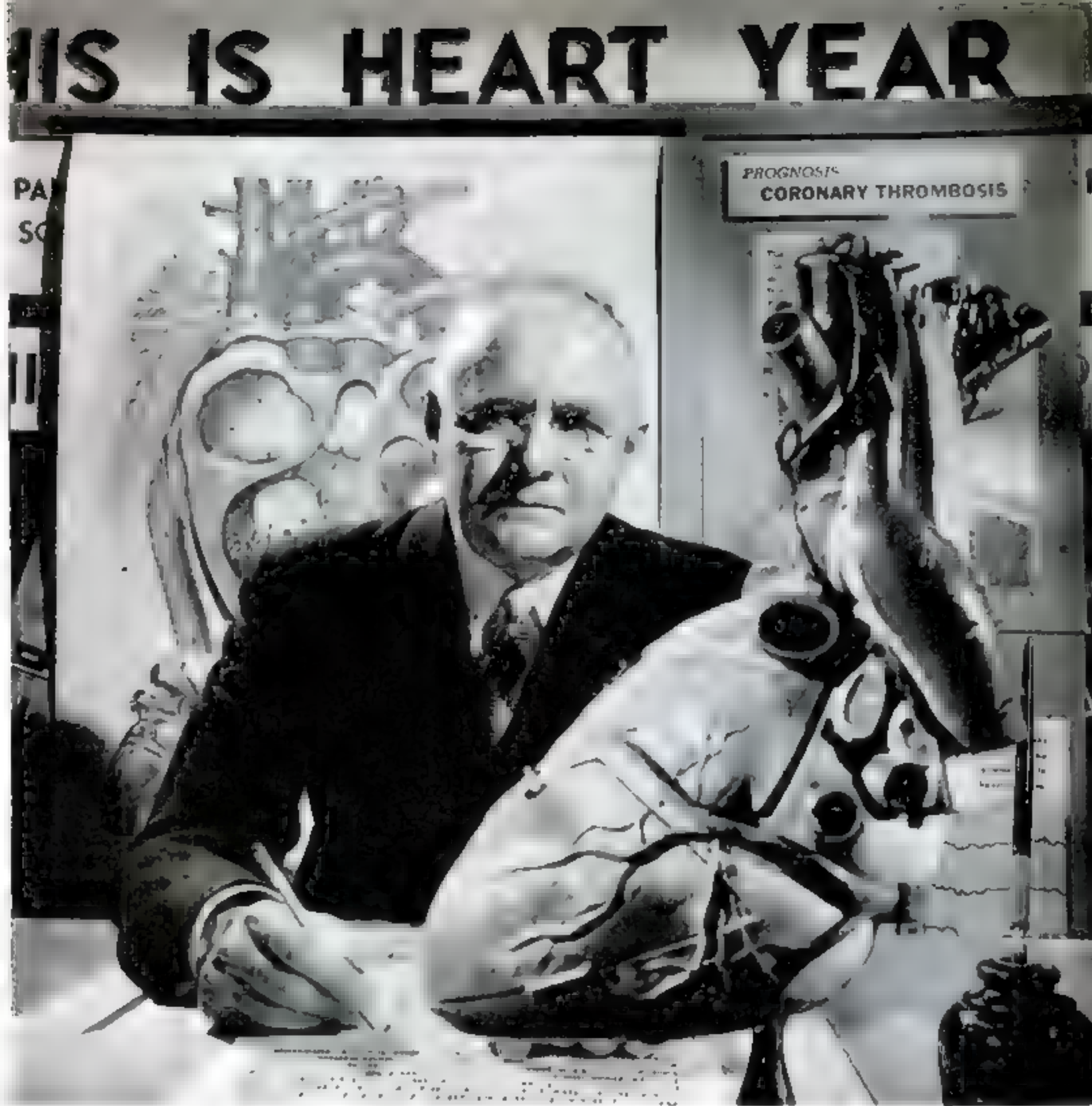


HALF-CENTURY CLUB includes employees who have been with the company since 1900. On 10th anniversary each employee gets a gold emblem, to which gold

bars are added every five years. On 25th and 40th anniversaries bars contain a diamond. Metropolitan emphasizes such long tenure and loyalty to the company.



he examines plans for Stuyvesant Town, a \$90 million New York "city" which will house 24,000 people.



SECOND VICE PRESIDENT Donald B. Armstrong is now in the midst of a big campaign against

heart and arterial diseases, which last year caused 31.4% of deaths among Metropolitan's policyholders.

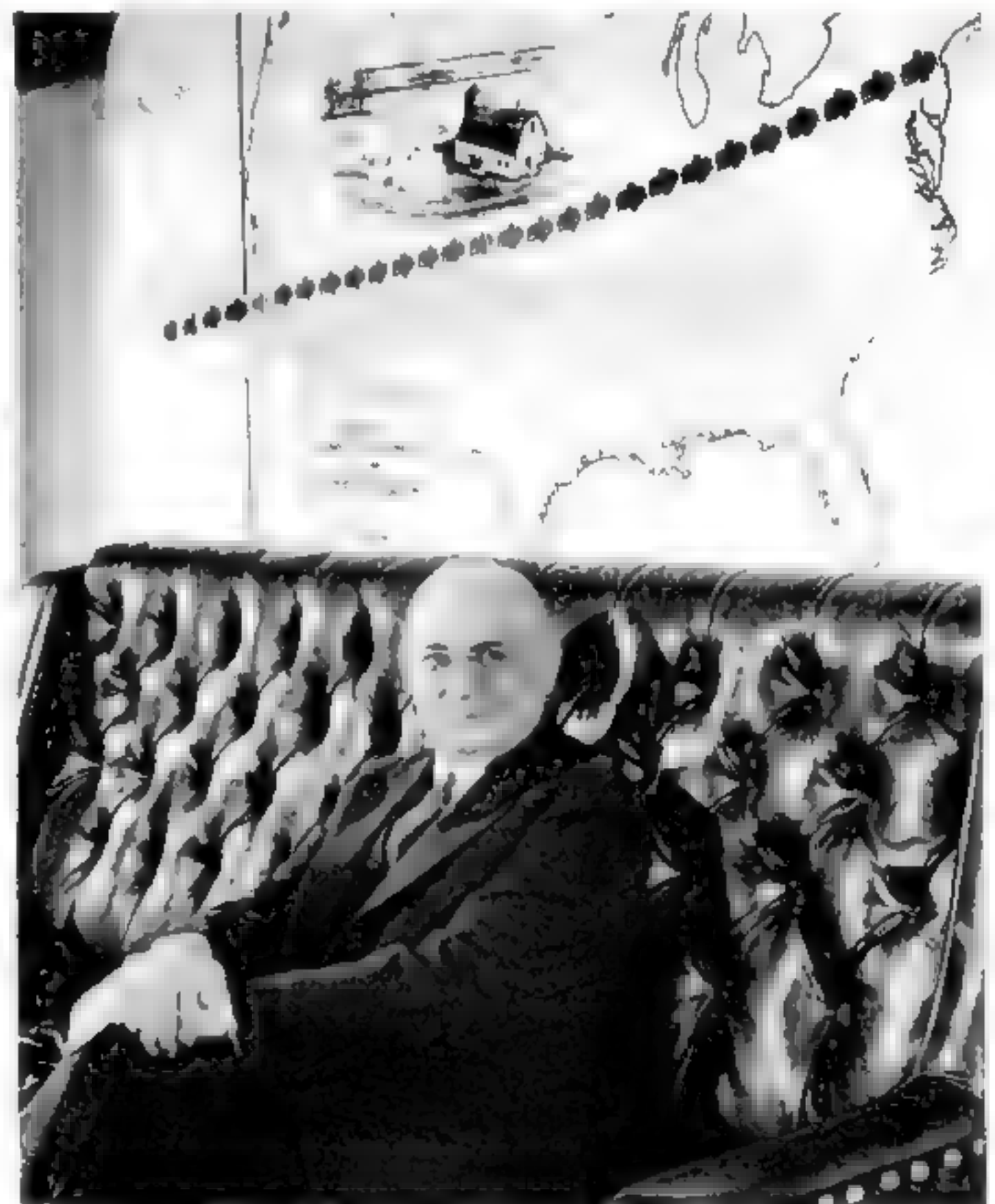
General Staff

Vice presidents build houses, sell farms and help kill flies

Metropolitan has a general staff of 33 senior officers, including 10 vice presidents, 7 second vice presidents, 9 third vice presidents. This staff of officials is occupied for the most part in supervising the investment of the company's money, directing an army of 44,210 employees, promoting public health and compiling statistics on John Doe.

Vice President Donald Armstrong (*top, right*) combats diseases which tend to carry off John Doe before his number is up. Armstrong's job almost ranks with that of U.S. Surgeon General Thomas Parran. Metropolitan's health department, under Armstrong's supervision, produces such works as "Your Baby" and "A Day in the Life of a Fly," with which Metropolitan gave away 5½ million fly swatters. Vital Statistician Louis Dublin turns out monographs entitled "The Fertility of Canadian Women" and "Why Do People Kill Themselves?" Vice President Glenn Rogers (*right*) is in effect Metropolitan's secretary of agriculture. Between 1930 and 1940, when Metropolitan had to foreclose mortgages on thousands of farms, Rogers' men examined each farm and in many cases turned it into a paying proposition. Vice President George Gove (*top, center*) is landlord to the 100,000 people who now or will soon occupy Metropolitan's vast housing projects.

Like Armstrong, Dublin, Rogers and Gove, most of the members of Metropolitan's general staff conduct divisions which are huge businesses in themselves. The net result of all their activity, while it is not so dramatic as Armstrong's war against disease or Dublin's statistical dissection of John Doe, is the real basis of Metropolitan's success. With every dollar it receives in premium payments, Metropolitan earns 22¢ in profit.



SECOND VICE PRESIDENT Glenn Rogers is a farm expert. In 1938 company owned 1,850,000 farm acres worth \$92 million but today it holds only 5,000 acres.



POLICYHOLDER'S WIDOW, Mrs. Lena Schwartz (center) waits to consult official about her husband's insurance. In 1929 he took out a \$1,500 20-payment

policy, now worth \$1,531.66. Mrs. Schwartz could collect this sum or leave it with the Metropolitan at 3 1/2% interest. She decided to leave it with Metropolitan.



METROPOLITAN'S MAIL averages 185,000 outgoing, 167,000 incoming letters a day. This volume gives company postal rank similar to that of Lincoln, Neb.

Customers

Few of them ever see more than a letter or a salesman

Metropolitan's 32 million customers are insured for an average of \$1,075. Some carry policies for as much as \$350,000 while others holding industrial insurance pay only 25¢ a week for less than \$1,000 worth of protection. Because Metropolitan is a mutual organization having no stockholders, the policyholders own the company and benefit from its earnings, indirectly in the form of low premiums and directly in the form of dividends. Most customers have never seen "Mother Metropolitan's" New York offices and think of the company in terms of its salesmen (right) or as an omniscient presence at the other end of the U. S. mail system. Some, like the widow on the opposite page, come to the main office, beneath "The Light That Never Fails," for advice and help. Only a tiny minority of policyholders, however, really understand the vast economic merry-go-round of which they are a part. A dollar spent today as a premium payment is invested by Metropolitan. Tomorrow it may be transformed into three lamb chops. Later it becomes a sack of salt or a bushel of oats, wandering through the U.S. economy until at last, 30 years from now, it returns to the policyholder's widow as \$1.12 with which to pay the undertaker.



STACKS OF POLICIES, totaling 3,200, are sorted for mailing after an average day at Metropolitan. In 1946 2.4 million people bought insurance worth \$3 billion.



THE INSURANCE SALESMAN is personified in J. H. Jones, who last year topped all of Metropolitan's salesmen by selling more than \$88 million worth.



THE POLICY-WRITING ROOM grinds out 3,000 ordinary life policies each day. Here 31 examiners (*foreground*) check the work of 39 typists (*background*)

who work from rough forms sent in by agents in the field. Despite good lighting, air conditioning and a recreation program, the work is monotonous and fatiguing.



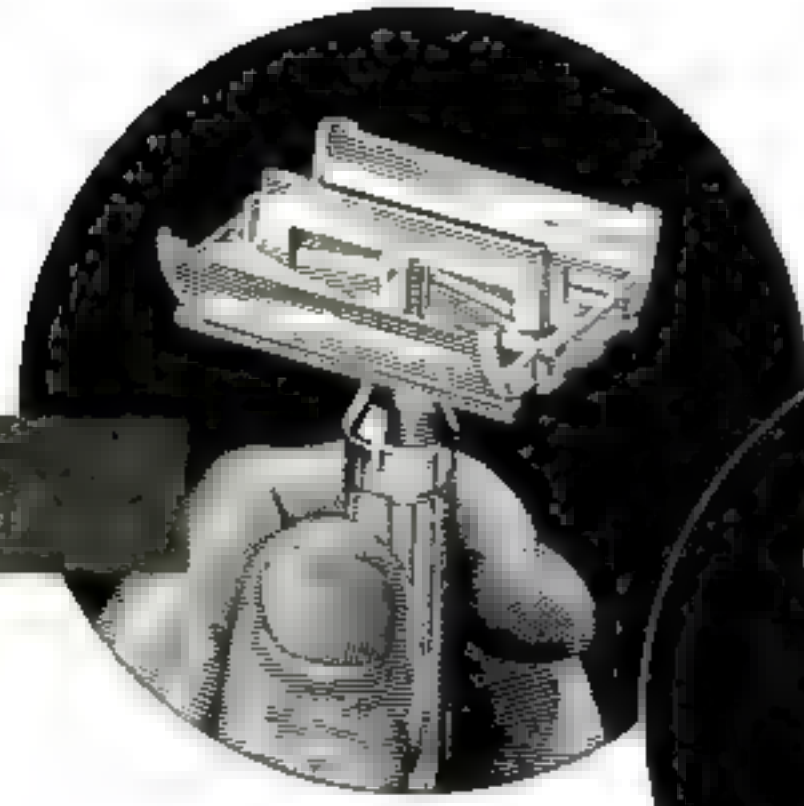
THE GYM keeps the employees in condition (all of them are covered by Metropolitan group insurance). Here clerks are performing calisthenics after work in

company's gymnasium. Metropolitan has a large athletic program which includes softball, basketball and tennis. During the war there were judo classes for ladies.



**IT TAKES 10 MILES OF FILES TO KEEP TRACK
OF METROPOLITAN'S 32 MILLION POLICYHOLDERS**

Twist... It's Open



Twist... It's Closed

See how quick and easy shaving can be... with the modern Gillette One-Piece Razor

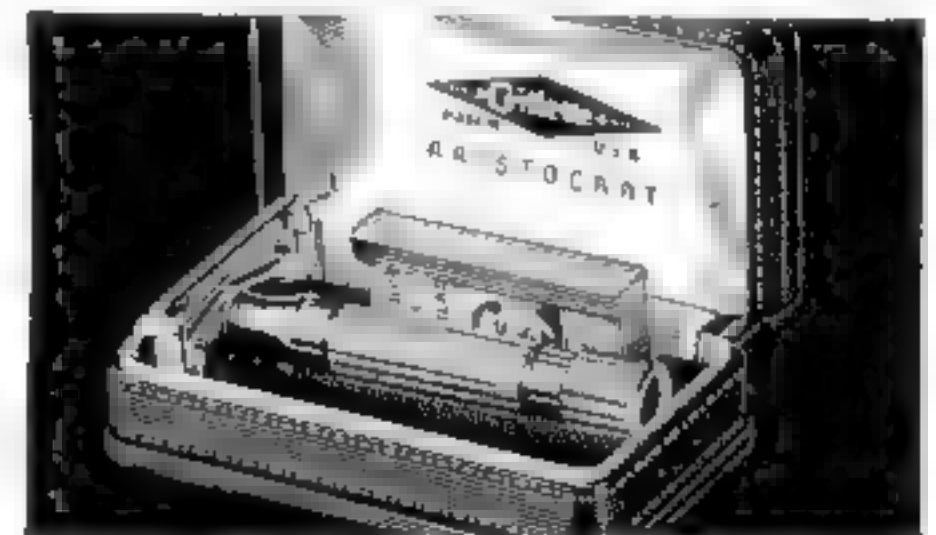


YOU skim off whiskers clean as a whistle... get utmost shaving comfort and convenience... with a Gillette One-Piece Razor.

There's nothing to take apart or put together. Blade changing's a cinch. Twist... the razor opens. Twist again... your blade's locked in position. To clean, just loosen the holder, rinse, shake.

Enjoy the best-looking shaves of your life... the quickest and easiest you ever had. Ask for a Gillette One-Piece Razor. Choose between the superb Gillette Aristocrat and the handsome Gillette Milord models now on display.

Gillette Safety Razor Co., Boston 6, Mass.
Copyright, 1947, by Gillette Safety Razor Company



Gillette Aristocrat One-Piece Razor, complete with Texol-covered case and ten Gillette Blue Blades **\$3⁷⁹**



Gillette Milord One-Piece Razor, with handsome case and five easy-shaving Gillette Blue Blades **\$2⁵⁰**

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades

WITH THE SHARPEST
EDGES EVER HONED



WADING IN WHEAT UP TO HIS KNEES, FARMER WITT INSPECTS SOME OF THE CROP OF HIS 3,360 FERTILE ACRES THIS YEAR

Dust Bowl Farmer

Flat broke in 1933, his farm a wind-blown desert, Henry Witt stayed with his land. He is now worth half a million dollars

by HUGH MOFFETT

HENRY WITT'S farm, which was a worthless expanse of desert in the Dust Bowl of the '30s, was a sight to behold last month. On the long dirt road through his property, which lies near the little town of Hooker, Okla., bright-green wheat grew down into the right of way, clear to the edge of the ruts. When a car traveled the road, the wheat heads sometimes brushed both fenders. The narrow strip of roadway and Henry Witt's tall granary rising above

the greenness in the distance were the only breaks in the endless stretch of wheat. In the midst of nature's profusion a man driving down the road was made to feel lost and lonely, as if he were swimming in the middle of a great, calm, green lake whose banks were below the horizon.

Today the wheat is being cut down by combines working from the time the dew dries in the morning until it appears again at night, and now a few scars of the Dust Bowl era are

visible. The land used to be owned in quarter sections—160 acres. But every lean year drove away a few families, and the Okie migration of the '30s got most of the survivors. Henry Witt's land, 3,360 acres, was once occupied by 22 families. Now that only a stubble covers the fields, a few reminders of these departed families stand out, like the gravestones in a country churchyard. A gnarled tree, stunted by the dust, marks one family's efforts to provide a little shade in its front

CONTINUED ON NEXT PAGE



HENRY WITT, HIS WIFE AND THEIR SEVEN CHILDREN STAND IN THEIR WHEAT. BILLY, AGED 9 (RIGHT), NETTED \$3,000 LAST YEAR

DUST BOWL FARMER CONTINUED

yard. A hole in the earth was once a dugout, spaded up against the danger of tornadoes.

At Henry Witt's farmhouse the chief reminder is a crab-apple tree just outside the front door. Like Witt, the tree has thrived beyond all expectations. This year its fruit has weighted some of the branches down to the ground, and every branch is tipped by a pale-green shoot 8 inches long, which shows how much it has grown just since spring. But the tree is the only survivor of 20 which Witt once planted in the yard. The "drouth" got all the rest.

The drouth nearly got Witt, too. In May of 1933, a year when only 12 inches of rain fell on his farm, Witt was broke, in debt and on the verge of abandoning the land just as his neighbors were doing. If he had joined the exodus that year, he would have traveled in the classic manner of John Steinbeck's *The Grapes of Wrath*—in a battered jalopy with a mattress roped to the top. But his wife dissuaded him and he managed to stick out six more years of intermittent

drouth and low wheat prices. This year, when the Witt family goes to California, it will travel in far different style. They will go in a \$4,600 Packard with wine colored upholstery—which Witt holds so lightly that he recently hauled a load of calves to town in the capacious back seat.

He could not give his land away

ON the day Witt nearly decided to flee the Dust Bowl, he tried to clear up his debts by giving his land to his creditors. They refused to have any part of it. Today, after six straight years of heavy rains and rising wheat prices, he figures that the 3,300 acres he now owns are worth \$75 apiece—probably a conservative figure because he has been trying to buy up adjoining farms at that price and has failed to find any takers. Out of his profits from recent years he has bought five sections of good ranch and alfalfa land in Colorado. He owns 300 cattle and six expensive combines and has an interest in nine natural gas wells. He also has several other investments, which in his new affluence he re-

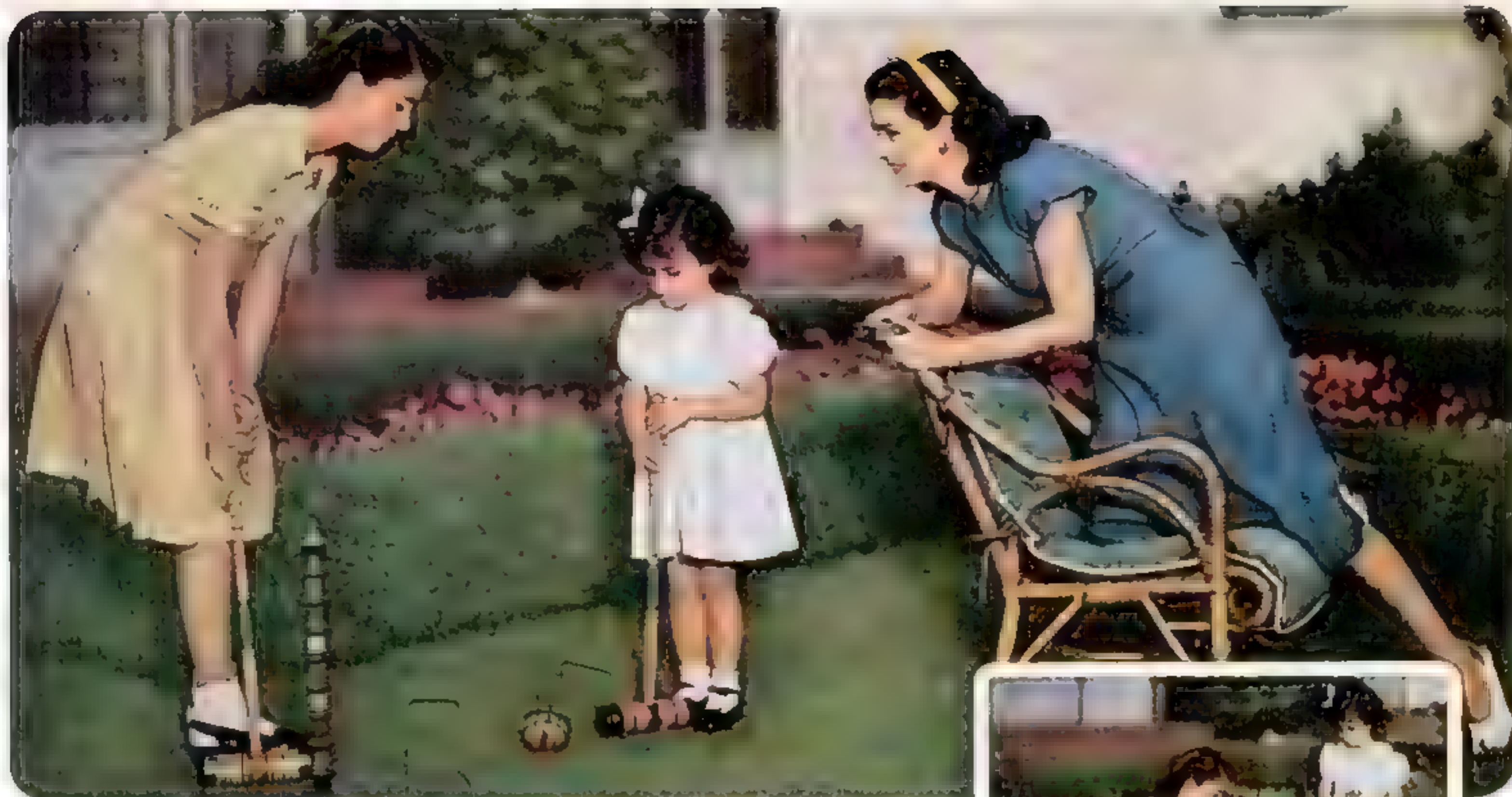
fers to as "minor," and considerable cash in the bank. All told, Witt is worth about a half million dollars.

Not everybody who rode out the drouth years has done so well as Witt, who always was inclined to push his luck by buying up additional land whenever he got a few dollars ahead. But his phenomenal success has been duplicated, on a somewhat smaller scale, all through the Dust Bowl. The land once written off as the American farm desert is now one of the richest places in the world. Numerous farmers who were dead broke 15 years ago are now worth \$100,000 or more. The bank at Hooker where Witt keeps his money had \$300,000 in deposits in the early '30s—and most of the money represented the life savings of a few prosperous old-timers. Today the deposits have reached \$3,300,000. The bank's president, C. E. Wilson, hardly knows how to keep all the money busy. There are no borrowers left in Texas County; less than 1% of the land is mortgaged. About all Wilson can do is put the bank's funds in U.S. Treasury certificates which pay only .875%

CONTINUED ON PAGE 95



IN 1930s DUST BLANKETED THE PANHANDLE. THIS PICTURE WAS TAKEN IN CIMARRON COUNTY, JUST WEST OF HENRY WITT'S HOME



JOAN BENNETT, star of the Diana Production "SECRET BEYOND THE DOOR," a Universal International release, photographs her children, Melinda and Stephanie with the Whittaker Micro 16 Camera.

"You have no idea" says Joan Bennett "how easy it is to take color pictures of your children with this *Tiny Precision-Built Camera*"

Whether you are experienced or *have never taken a picture*, THIS is the camera for you! The amazing, new pocket-size, purse-size camera . . . "precision-built" for perfect pictures.

READY FOR ACTION on every occasion! Carry it everywhere in your pocket or purse. Actually smaller than a package of cigarettes—packed with precision for "big-camera" results.

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SEE IT AT YOUR DEALER'S! Hold it in your hand, get the smooth "feel" of it; note its classic beauty; its satin chrome-plated finish and smart modernistic styling. As soon as you lay eyes on it, you'll fall in love with the WHITTAKER MICRO-16 CAMERA! Send the coupon below today for name of the dealer nearest you, and complete information in an attractive folder.



Take the tiny Whittaker Micro-16 on your vacation. Make a permanent photographic record of your fun—in color or black-and-white.



Children like to have their picture taken with the Whittaker Micro-16 Camera—it's so small, so appealing to a child that all are interested in it.

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12 exposure roll of DuPont black-and-white film—\$1.00—including developing and twelve 2½" x 3¼" prints returned to you.
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PRECISION BUILT Micro 16

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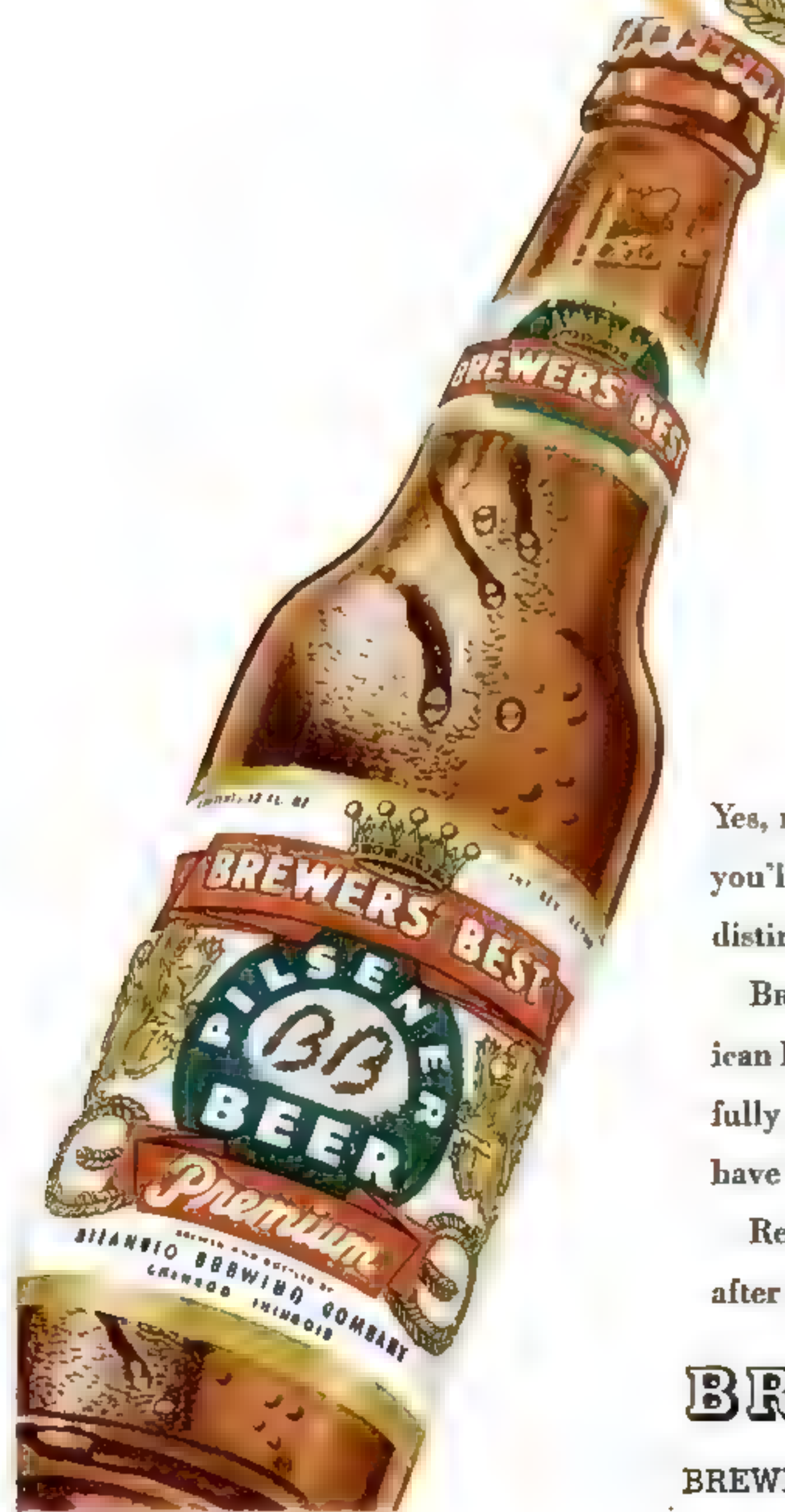
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BREWERS' BEST *Premium* **BEER**

BREWERS' BEST ASSOCIATES, INC., 620 FIFTH AVE., NEW YORK

DUST BOWL FARMER CONTINUED

interest. Naturally he has stopped paying any interest to his depositors. But still the cash keeps rolling in. Riding through the wheat fields last month Wilson shook his head in disbelief. "If this crop comes through the way it looks," he said, "I just don't know what these farmers are going to do with all their money."

In the old days the U.S. Bureau of Internal Revenue had one deputy collector assigned to handle all income-tax payments in the 11 northwestern counties of Oklahoma, and the deputy was considered to have a soft job. Today there are seven full-time deputies in this area, and twice a year, around the biggest payment dates, an additional task force is sent in. For the whole state of Oklahoma, income-tax payments have risen from \$3 million in 1933 to \$178 million last year. Last May, at a convention of the Future Farmers of Oklahoma, a survey showed that the teen-age members had earned so much money that they were already worth an average of \$2,750 each, in cash, land or cattle.

As if the combination of good weather and \$2 wheat were not enough, Henry Witt's Texas County has discovered rich natural-gas deposits to boot. The chances of finding gas under any farm, and possibly even oil under the gas, are considered so good that often a farmer can sell the mineral rights to his land for as much as the land itself is worth. In the town of Guymon, 27 miles from Witt's farm, a utility company has put up a half-million-dollar plant to process the gas, and the boom is really on.

During the '30s Guymon was a ragged and dust-ridden town whose population, as the highway sign at the city limits still proclaims, was 2,300. Now there are at least 6,000 people, and new houses, new stores and even new streets are everywhere. One enterprising businessman bought a surplus Army barracks in Texas, cut it in half, moved it to Guymon and converted it into a hotel. The owner of the town's other hotel, an ancient and creaky establishment where patrons have to turn on the bathroom light by screwing in the bulb, recently refused a \$75,000 offer for his property. The town has already spent \$200,000 to pave some of its dirt streets and plans to build \$90,000 worth of sewer lines, a \$150,000 hospital, a \$200,000 junior high school and—wonder of wonders for the Dust Bowl—a municipal golf course.

An investment house, set up in Guymon when the town started jumping, has sold a million dollars' worth of securities in the last three years. The First National Bank, its vaults swollen with depositors' money, has bought \$2 million in Treasury certificates. Banker Gottlieb Enz, besides wondering what else he can possibly do with the funds, also has a pleasant worry of his own. From his own savings he once invested a small sum in 640 acres of land in nearby northern Texas. Now he has been offered \$64,000 for the land. His problem is whether to take the profit or to keep enjoying his income from the land, which is running \$2,400 a year from a gas well and about \$14,000 a year as his landlord's share of the wheat.

The heart of the Dust Bowl

TEXAS County is part of the Oklahoma Panhandle, which juts out from the northwestern edge of the state in a queer manner dictated by an old border dispute in the days when pro- and antislavery states were lining up. In a way the Panhandle was the heart of the Dust Bowl, for it is part of one Dust Bowl state, is bordered on the north by two others (Kansas and Colorado) and on the south by the other two (Texas and New Mexico). In the old days when the dust was flying very little of it missed the Panhandle.

Henry Witt was having hard times long before the Dust Bowl days. He is the son of a Kansas railroad brakeman who joined the rush for land in the Cherokee Strip in 1889, fell victim to a claim jumper, lost his land and died. After his father's death Henry spent his teens wandering through Kansas, Illinois and Iowa working as a hired hand. At 21 he scraped together a few hundred dollars and bought a tiny farm in the wilderness of Canada, nearly 100 miles from the nearest railroad. Although others who went up with him to homestead were soon starved out and had to leave, Witt, with a stubbornness which paid off later, just managed to hang on until he was drafted into the Army in World War I. Demobilized, he salvaged a few dollars from his Canadian homestead and struck out for Kansas. The next year found him in Oklahoma, where he bought a quarter section of farmland on mortgage near Hooker. His first crop paid for the land and gave him a little money extra. "I got the idea then," he says, "that all you had to do in this country was put out bigger crops and reap bigger harvests." Through the early 1920s he did just that, living on a slender but seemingly endless shoestring, constantly plagued by hailstorms or dry seasons, up to his neck in debt to his bank, his friends and his relatives, but buying a little more land each year. He even postponed

CONTINUED ON NEXT PAGE

**BEAUTY SECRET REVEALED!
MICROSCOPE SHOWS THE AMAZING**

Floating Lift OF SWEETHEART SOAP'S *Extra Lather!*



YOUR SKIN LOOKS FRESHER,
MORE RADIANT WHEN
THESE COUNTLESS BUBBLES
LIFT OFF—FLOAT AWAY—
PARTICLES OF DIRT AND
DRY SKIN FLAKES!

● You know yourself how pure, mild SweetHeart Soap gives up to *twice as much lather* as average beauty soaps. And now, the magic of the microscope reveals the amazing action of SweetHeart's rich, soft, extra lather!

Yes, pictures taken through the microscope show the astounding *floating lift* of SweetHeart's lather. Countless bubbles bathe the outer pore openings—*lift off, float away* dirt and rough skin flakes that cloud beauty.



The Soap that **AGREES**
with Your Skin

So reveal the true "kiss me again" touch of your skin with SweetHeart's 1-2-3 *Extra Lather* Beauty Care. Night and morning, massage your face for one minute with SweetHeart's *extra lather*. Rinse with warm—then icy cold water. Skin is cleansed...stimulated...more radiant!



■ For tub and shower, you can now also get the new, large bath size. SweetHeart's *extra lather* with its *floating lift* is marvelous.

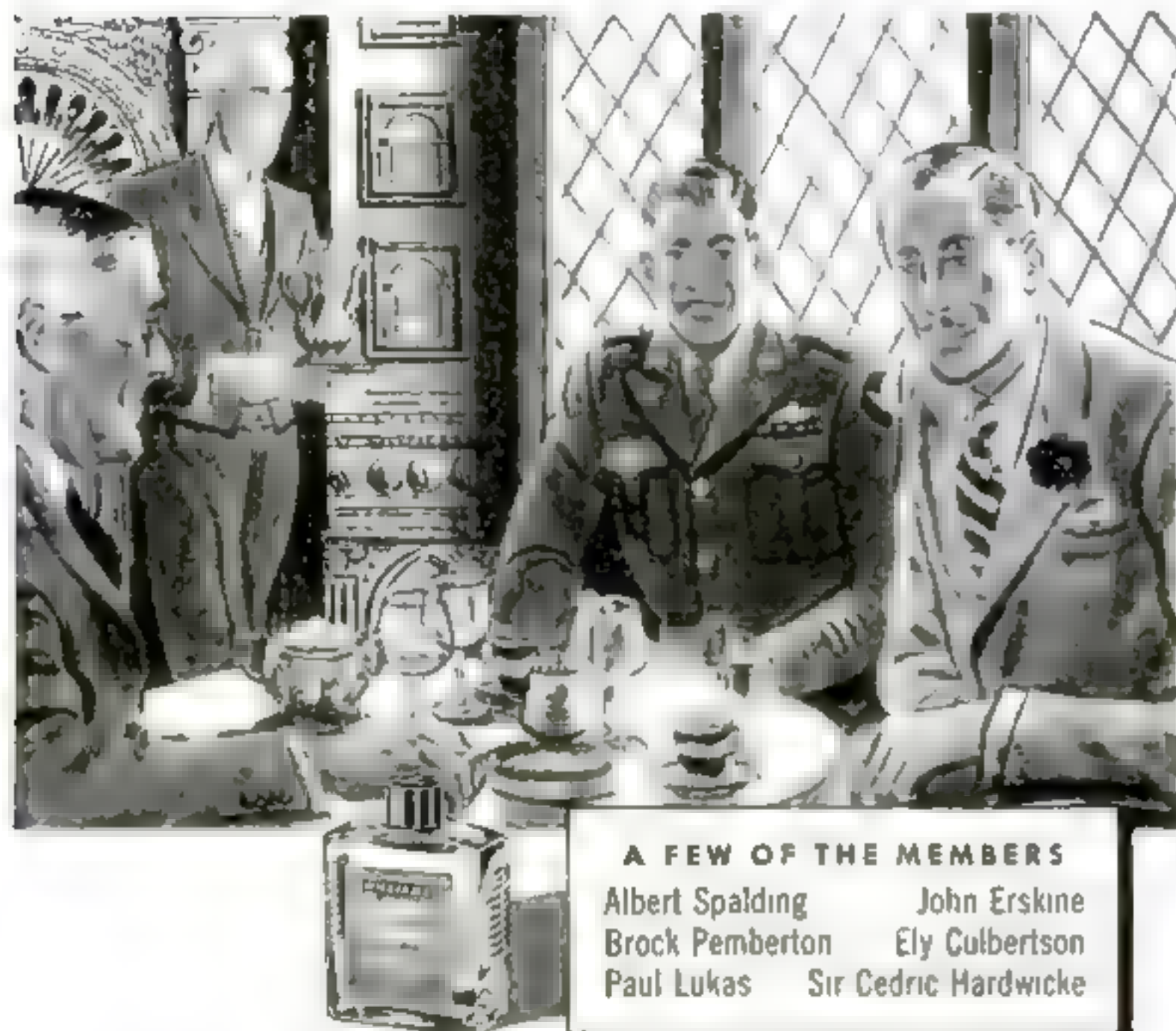


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Sandwiches*

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WITT'S FARM BUILDINGS, with a 30-foot-high grain elevator atop the granary, rise above the flat miles of ripe wheat stretching away to the horizon.

DUST BOWL FARMER CONTINUED

his honeymoon for three years after his marriage because of his reluctance during a bad season to divert any spare cash from the farm.

Farming is a mixture of gambling and hard work. By being a bigger gambler and a harder worker than most, Witt should have succeeded. In 1926 he did. Wheat hit \$1 a bushel and he harvested nearly 30,000 bushels. In 1928 he had another good year, but gambler Witt put it all back into land. In 1929 he owned four sections (2,560 acres) in the Panhandle, plus another section to the south in Texas and 60 acres of citrus land in the Rio Grande Valley—all of it under heavy mortgage.

Then came the Depression, which drove the price of wheat to 65¢ in 1930 and to 30¢ in 1931. Rain became scarce. In 1932 Witt's crop brought less than the expense of harvesting it.

In May of 1933 the dust was blowing and half of Witt's neighbors had fled from it. One day he drove to Hutchinson, Kan. to do a little shopping with the few dollars in cash that he still owned. On the way back, as his wife sat beside him and the four children they then had dozed in the back seat, a really gigantic "duster" appeared on the horizon. With the same kind of fascination that people sometimes exhibit for a poisonous but beautiful snake, Witt watched it approach. As it grew closer, it looked like a great, churning wall of blackness. Ahead of it flew hordes of mockingbirds, grackles, owls and sparrows, until they dropped from exhaustion. Jack rabbits, more stoic than the birds, huddled close to the ground, facing away from the storm, while the approaching eddies turned them into hillocks of dust and left only their twitching noses visible.

It rained mudballs

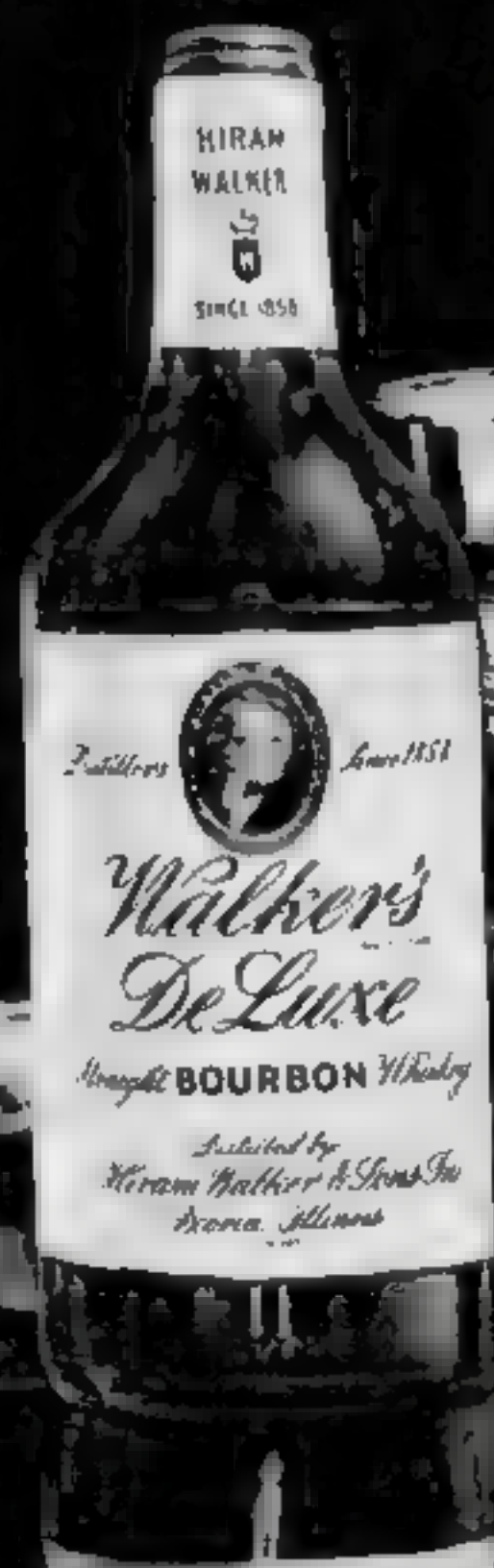
THE storm hit and Witt's automobile was suddenly splattered with rain—except that these raindrops, after falling through the dust cloud, were more like mudballs. The windshield turned black. Witt opened the window beside him and stuck his head out to try to keep the gravel road in sight; the black rain drenched his hair and sent rivulets of mud down his back. Once the gravel of the road disappeared entirely; he got out to take his bearings and found that his front bumper was hanging over the edge of a creek. The road and the bridge were 20 feet to his right.

As he entered the little Kansas town of Liberal, he nearly ran into a house which, to his amazement, turned out to be in the center of the highway. The dust had been churned up by a tornado; the tornado had struck Liberal, and five people were dead and a hundred injured. Witt stopped for a while to examine the wreckage and lend a hand and then drove on as night fell. For a long time he remained in the mud-laden rain, then passed through the storm center into a dry cloud of dust sucked up behind it. When he got home he found the floors covered with a quarter-inch of dust that felt

CONTINUED ON PAGE 88

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*specially
elegant...
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DUST BOWL FARMER CONTINUED

like a velvet carpet beneath his feet. The two hired men were trying to sleep with wet cloths over their faces.

The next morning when Witt awoke from his half sleep and went outside, he could find no trace of green anywhere. The ground lay bleak and dust-covered, unbroken by even a blade of wheat. The crab-apple trees he had planted for fruit and the few elms he had planted for shade had twice tried to put forth some leaves. Now all sign of life had been beaten and burned away. Witt told his wife, "Everything's gone. There's no use staying here. We've got to get out."

He drove to town to try to clear up his debts by giving away his land. Failing in that, he returned home after dark, had trouble going to sleep and woke late the next morning. When he went outside he found his wife putting some hens to nest. She had made up her mind. "I don't see how we could better ourselves by running away," she said. "We've lost everything anyway so we might as well make the best of it."

One hired man quit and joined the Okie exodus. The other decided to stay after Witt promised to scrape up \$5 cash a week for food money. The creditors, who refused to take back the land but still hoped to save it, put up some seed money. The innovation of the crop loan, under the early New Deal, provided the rest of the working funds. In the fall Witt managed to replant all his land.

A few local rains in late fall brought up a little wheat—not enough to make a crop but enough for a pasture. Witt wangled 500 head of cattle onto the land and put enough food into them, from grazing over the wheat shoots, to make a profit out of tending them. The financial ice he was skating on was hardly thick enough to support a gnat, but in 1934, with everybody else moving out and the price of land dropping lower and lower, Witt could not resist buying another quarter section. The following spring he was broke again.

Mining for the tractor

IN 1935, one of the worst years, he watched the dust drift over his neighbor's tractor. Finally only the tip of the vertical exhaust pipe, which normally stood high in the air, was left visible to mark the spot where the tractor stood. The neighbor, having abandoned all hope, offered to sell the tractor for a few dollars. Witt, who had never lost his gambler's instinct, bought it. By the time he made the deal and took possession, the dust drifts had covered up even the high tip of the exhaust pipe. To get his bargain purchase Witt had to scratch around in the dust until he found the pipe, then dig the tractor body out from underground as if he were mining coal.

Other neighbors left too. "One day," Witt says, "we counted the emigrants leaving the Dust Bowl. There were 30 rigs going east, including my neighbor Joe Johnson. I said to Johnson, 'I didn't know you were leaving.' Joe said, 'I didn't know it either until last night. I decided I wouldn't put up with this country any more. I'm going east until I get out of the dust. When my money plays out I'll look for a job.' Three years later Joe was back through here selling vacuum cleaners. I bought one from him." Through his conversation now, when he recalls the worst of the duster days, Henry Witt never quite conceals his pride that the elements, though they defeated other men, could not drive him off his land.

That spring it rained a little and Witt got 1,000 bushels of wheat here and there where the water collected in the low spots on his farm. This gave him just enough for seed the following year. For the next five years he managed to live from crop to crop, turning a dollar out of every little rainstorm and staving off the bank in the seasons when no rain fell at all.

In 1941, just when wheat was getting to be one of the most precious things in the world, the skies broke. More than 26 inches of rain fell that year. The dust was thoroughly wetted down, so solidly that not even the harshest of the prairie winds could disturb it. Ever since then, with the single exception of 1943, the land has had more than enough rain to keep it green and luxurious and to make Henry Witt rich. Last year alone his wheat crop brought \$140,000.

This new prosperity has not changed Witt at all. He has made a few concessions to the richer life, such as buying a lot of expensive aluminum furniture for his parlor, but he still works a long day despite his 269 pounds and an arthritic hip which has given him trouble since it was broken by a calf in 1936. When he thinks of a vacation, he thinks of a motor trip. This is how he spent his honeymoon and how the family has relaxed ever since, in Yosemite, the Grand Canyon and Canada. The only difference is that he is now thinking of taking his Packard to Europe.

He has begun to provide specifically for his children. Characteristically this provision is agricultural. He has deeded over part of



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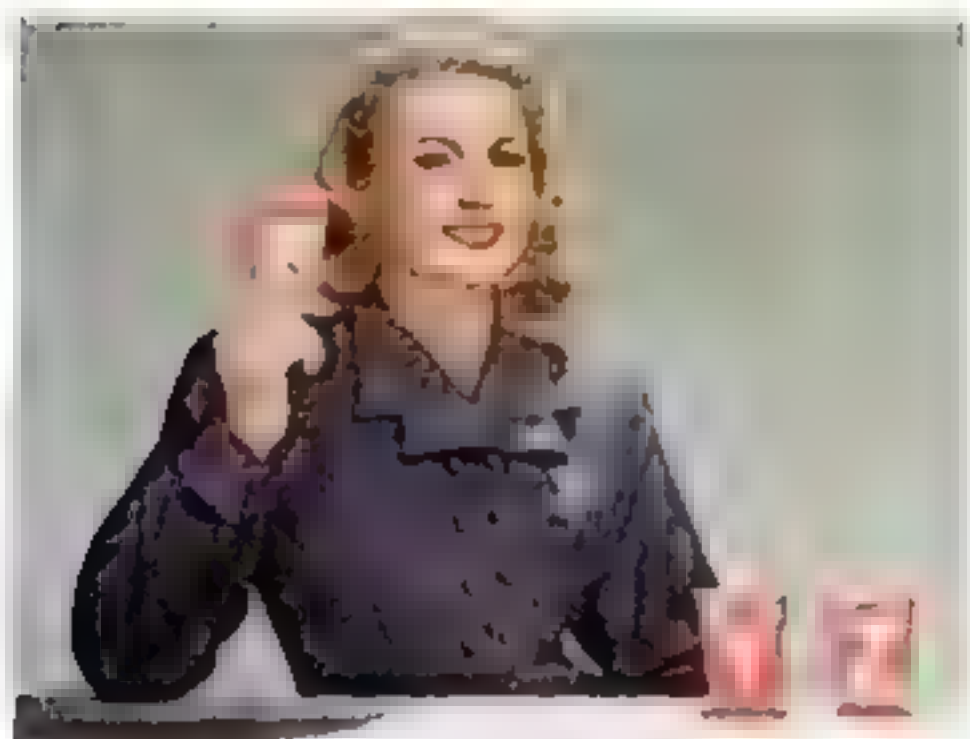
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Cashmere Bouquet
Beau Cake \$1.50

Gay new cake make-up with sponge compartment right in the case



DUST BOWL FARMER CONTINUED

his land to them, and each one is now worth about \$15,000. All of them will go to college, a privilege which Witt himself was denied. His early struggles and the later struggles against the dust have given him an understandably tough and calculating approach to life. His neighbors consider him a hard bargainer. They also think he has driven his children too hard. Witt thinks not. He believes in hard work as a virtue in itself. He explains his reluctance to "taper off" now by saying that he does not want to set an example of idleness to the children. The latter, for their part, confirm the wholesomeness of his program by declaring that they guess they will come back to the farm themselves after college.

But Witt is mellowing. He roars into town pretty often these days for a beer or a game of pool. He loves the feeling of power which his big car gives him. The other afternoon a Chevrolet eased by him. Witt "stepped her up to 96 and lost him."

Still he has no telephone. He does not need it and feels there is little sense in putting one in just for the privilege of jawing with the neighbors.

Nobody in the now bountiful Dust Bowl, Henry Witt included, expects the present level of prosperity to last forever. Nor do the people think that their recent crops represent the death throes of the Dust Bowl, a final burst of energy before the land sinks to the desert status that was predicted in the '30s. That prediction now seems to rank with such other pessimistic opinions prevalent at the time as the belief that America had no economic frontiers left and had better get used to a declining standard of living.

The Department of Agriculture has put out a bulletin, called *When Drought Returns to the Great Plains*, which warns that severe dry weather will come again, probably within five years, and that when it comes farmers will be in bad shape because they have overcropped and overgrazed their lands to the point where the topsoil is ready to blow away again. Few of the newly rich farmers in Texas County take the bulletin seriously. They believe that the prolonged dry spell of the '30s was a freak not likely to be repeated again, at least in their or their children's lifetimes. They also believe that they have some new weapons which will minimize the effect of whatever dry weather does come.

Chief of these is the Hoeme plow, invented by a neighbor of Henry Witt's. It has curved spikes which put narrow cuts 8 inches deep in the earth. Through the cuts rain water seeps deep into the soil, and between them the land is left in loose ridges which resist the wind. Most Texas County farmers now use this plow, and many of them also plant their row crops crosswise to the prevailing southwest winds to help hold back the wind and whatever soil it has picked up. About 400 farmers, urged on by federal conservation payments, have built ponds to trap water in the gullies of their farms. Some are even trying irrigation with water pumped from deep wells which, in this county, seem to be nearly inexhaustible.

All this, as the Agriculture Department bulletin contends, may not be enough. If not the Dust Bowl farmers are just having a brief and flashy reprieve from the Grapes of Wrath. But they are certainly making the most of their good luck right now—and their good luck, in view of the international food shortage, is also the world's.



THE DINNER TABLE of the Witts is bountiful today. In the dust years of the '30s they worked harder to keep salt pork and homemade bread on the table.

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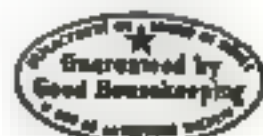


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Golf's toughest! The famous Spalding Kro-Flite, long a favorite for all-around play. At your Dealer's or Pro's.



The Record Speaks

It's Spalding in every major sport. The only official Major League base balls—the only official tennis balls used in the National Championships and U. S. Davis Cup Matches—are Spalding made.

A. G. Spalding & Bros., Div. of Spalding Sales Corp.



VIC NORMAN (CLARK GABLE) AND SWEETHEART KAY DORRANCE (DEBORAH KERR) EMBRACE IN ONE OF THE LESS TRYING ROMANTIC MOMENTS OF "THE HUCKSTERS"

M-G-M HAWKS GABLE IN "THE HUCKSTERS"

But the movie version of the famous attack on the advertising business fails to live up to its own ads

One of the most ballyhooed movies so far this year is Metro-Goldwyn-Mayer's *The Hucksters*. To attract the public it has the following assets: 1) a good story, taken from Frederic Wakeman's enormously popular novel about the advertising business; 2) Clark Gable; 3) Deborah Kerr, the beautiful English redhead, in her first Hollywood effort. M-G-M is now publicizing the movie with the rhyme, "Gable's new star is Deborah Kerr," and adding helpfully that "Kerr rhymes with star." As a final touch the slogan "Love that soap," which

came from the book, has been put to work instructing the public to "Love that picture."

The picture that the public is supposed to love follows the career of Vic Norman, a sharpshooting ad man with a jittery boss (Adolphe Menjou) and, as chief client, a frightening soap tycoon supposed to resemble the late cigaret magnate George Washington Hill (Sydney Greenstreet). After office hours Vic first leers at and then loves a general's widow (Miss Kerr). As a cynically exaggerated study of big business and big advertising (p. 107),

The Hucksters has a good bit of ginger to it. A few radio commercials which figure in the script should make ad men cringe. Deborah Kerr does as well as possible in an insipid role. The supporting cast, particularly Menjou and Keenan Wynn, who plays a two-bit comedian, provide spots of excellence, but the love story is stupefyingly dull. Opposite the ladylike Deborah, Clark Gable's mannered virility seems embarrassing—something that never happened to him alongside such tough Tessies as Joan Crawford and Jean Harlow in his greater days.



AT BUSINESS CONFERENCE Vic first meets his advertising agency's biggest single client, imperious old Ewan Llewelyn Evans (Sydney Greenstreet, *with hat*), the Beautee Soap king. Vic refuses to act scared or be a yes-man, which enrages Evans.



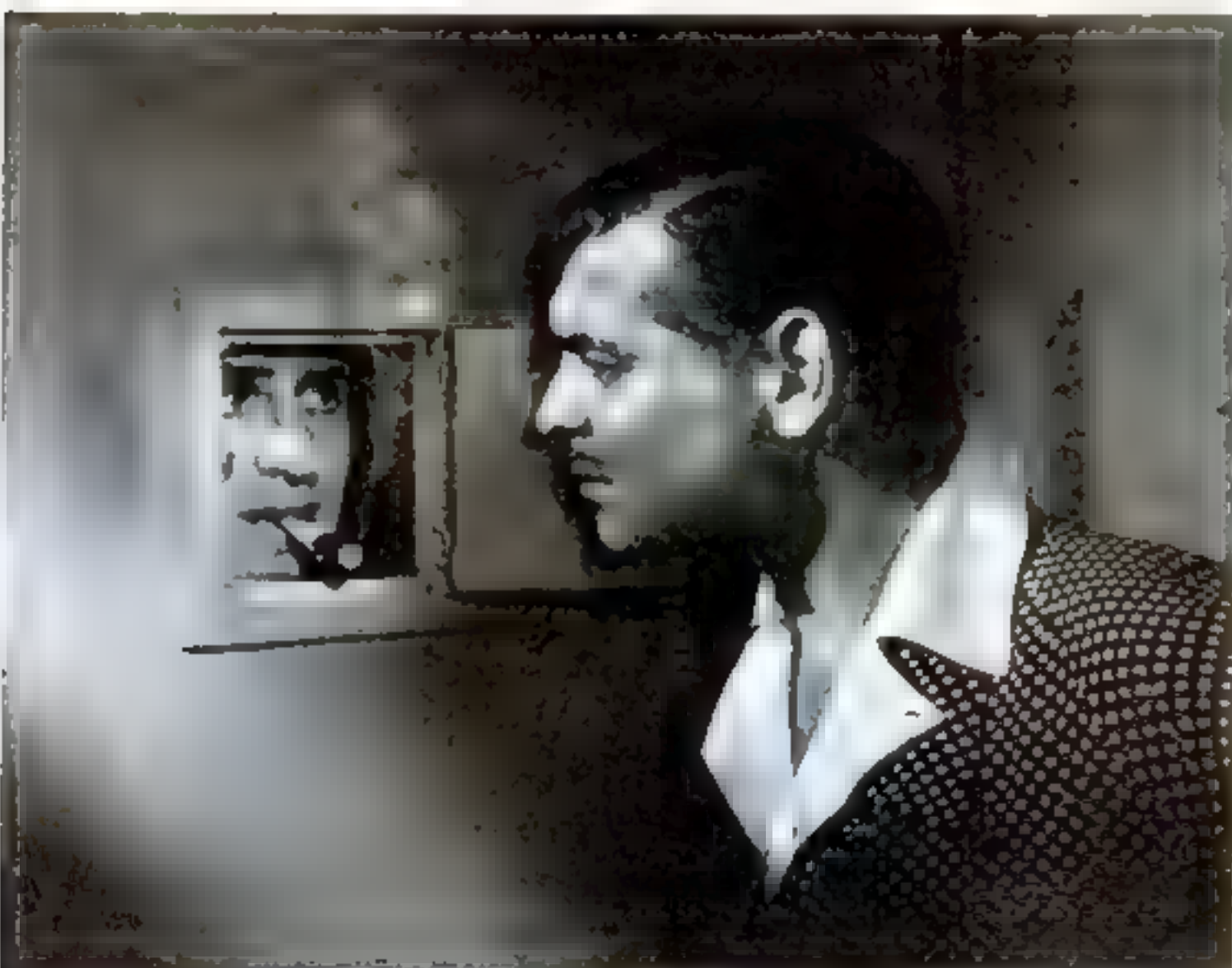
AT DINNER VIC escorts Kay, a society widow whom he met when she endorsed Beautee Soap. Also present is his agency boss, Kimberly (Adolphe Menjou). Kimberly gets drunk and tells how he stole the Beautee account by betraying a partner.



HOTEL RENDEZVOUS with Kay is arranged with dishonorable intentions by Vic. But she arrives early, smells a rat and stands him up. Vic is annoyed but soon realizes that he is in love with her. Then suddenly he has to leave for Hollywood on business.



BIG DEAL is set up by Vic to hire a comedian demanded by Evans for his new radio program. By lying to Agent Dave Lash (Edward Arnold, *right*), Vic gets his man cheap. Later he blackmails Lash to make sure that the shaky contract is fulfilled.



INTERVIEW with fading comedian, Buddy Hare (Keenan Wynn), finishes through Vic's door. Hare offers a peephole joke: "... of the peephole, by the peephole and for the peephole." Vic organizes the new radio show and returns to Evans in New York.



REVOLT of Victor Norman comes when he finds that Evans is beginning to scare even him. He virtuously tells Evans off, douses him with water and sneers at soap advertising. Broke but "purged," he returns to Kay, who likes him better that way.

CONTINUED ON PAGE 167



*That toe, that finger, and that little fish
 Made as neat a three rings as one could wish.
 So the gentleman cried, "I have a hunch
 The water'll be warmer after lunch."
 And the lady said, "That suits me fine!
 Let me pass you a bottle of Ballantine."*

Great favorite since 1840...
 it's America's largest selling Ale



Back in 1840, when his ale was ripe and ready, Peter Ballantine took one drink to judge its PURITY, a second for BODY, a third for FLAVOR, and chose for his trade mark the three moisture rings left by his glass on the table.

Your first glass of Ballantine Ale is more than a drink; it's a discovery. You wouldn't believe ale could be so light *and* so satisfying. And the *flavor!* Ballantine tastes like no other ale you've ever tried. "Wonderful!" Look for the 3 rings, call for Ballantine Ale... today.



BALLANTINE



ALE

P. Ballantine & Sons, Newark, N. J.



Wouldn't *you* like some candy?

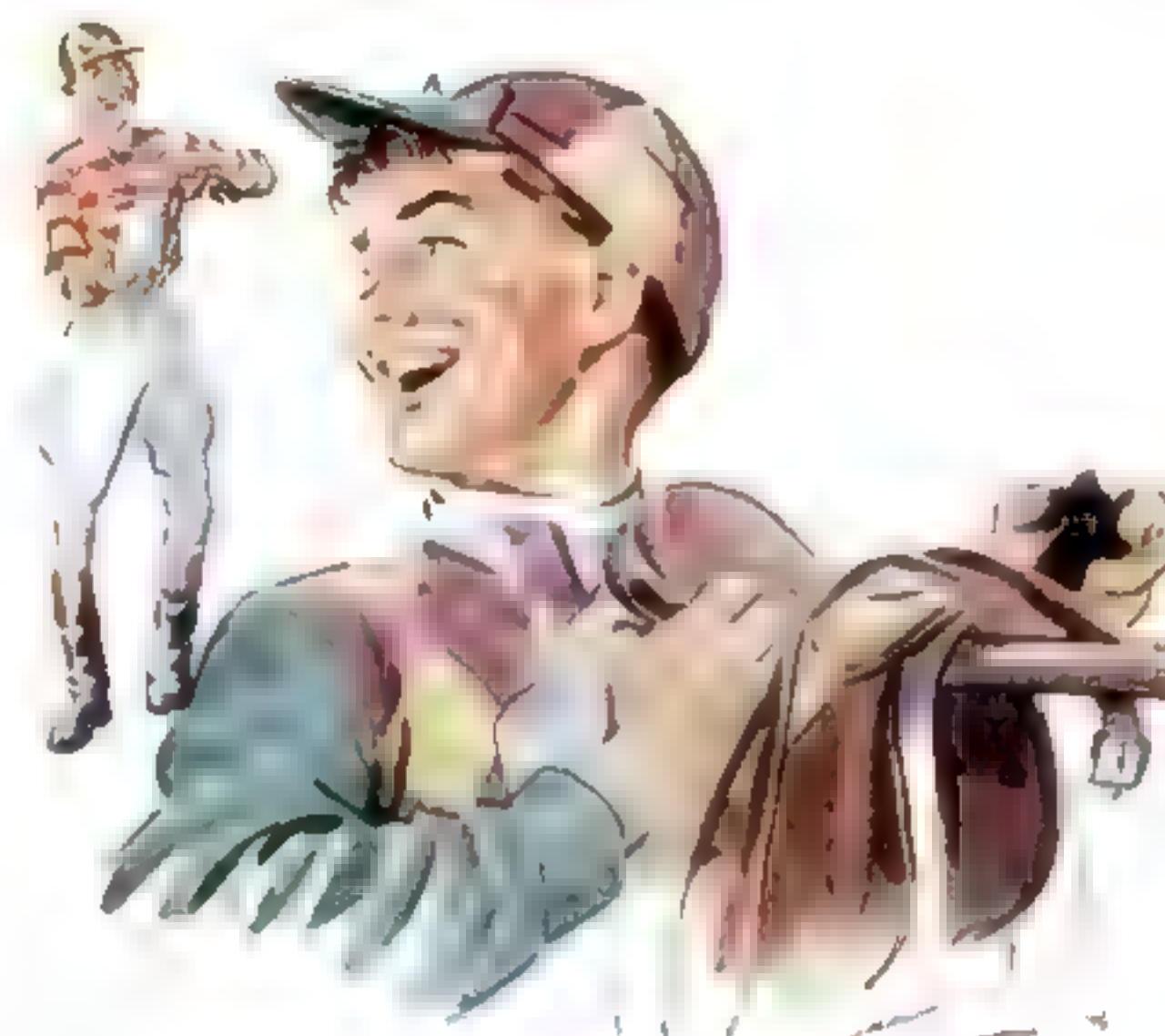
If you were a construction worker about to ride up 100 feet with the last girder of the day and you felt a little fagged, wouldn't you like some candy?



If you were a housewife and had just washed, ironed and hung the living room curtains and you had a few minutes to sit down and kick your shoes off, wouldn't you like some candy?



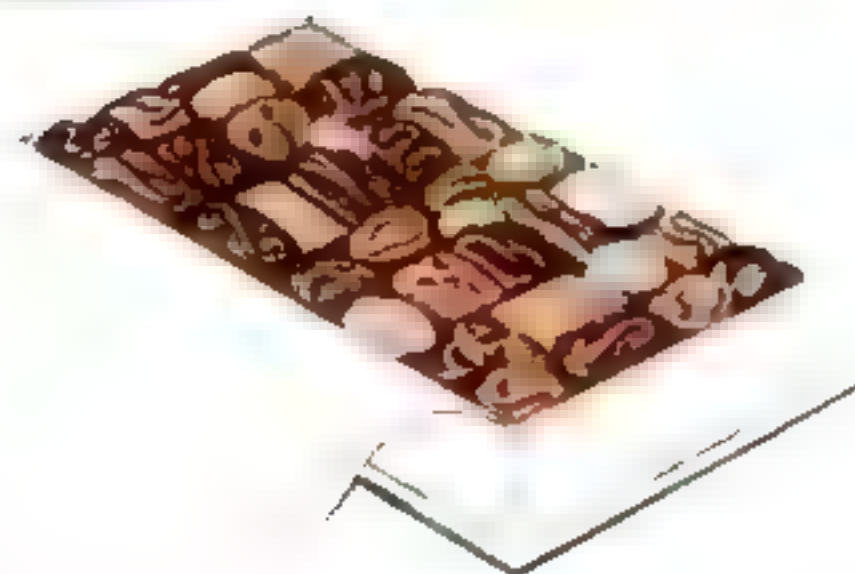
If you were a broker and the ticker was behind the market and the phone kept ringing and prospects of lunch seemed dimmer and dimmer, wouldn't you like some candy?



If you were a jockey and had just ridden a winner and were hanging up your colors, how would you like to have someone say, "You rode a good race. Wouldn't you like some candy?"

It's true..Most everybody likes Candy!

IN BOX



IN BAR



IN BAG



COUNCIL ON CANDY of the NATIONAL CONFECTIONERS' ASSOCIATION...One North La Salle Street, Chicago 2, Illinois

©1947-NCA

...an organization devoted to the dissemination of authoritative information about candy

Enjoy some every day!



"SINCERE" TIE is bought by Huckster Vic Norman to show prospective boss that he is full of sincerity, although he prides himself on being a sham.

THE AD GAME

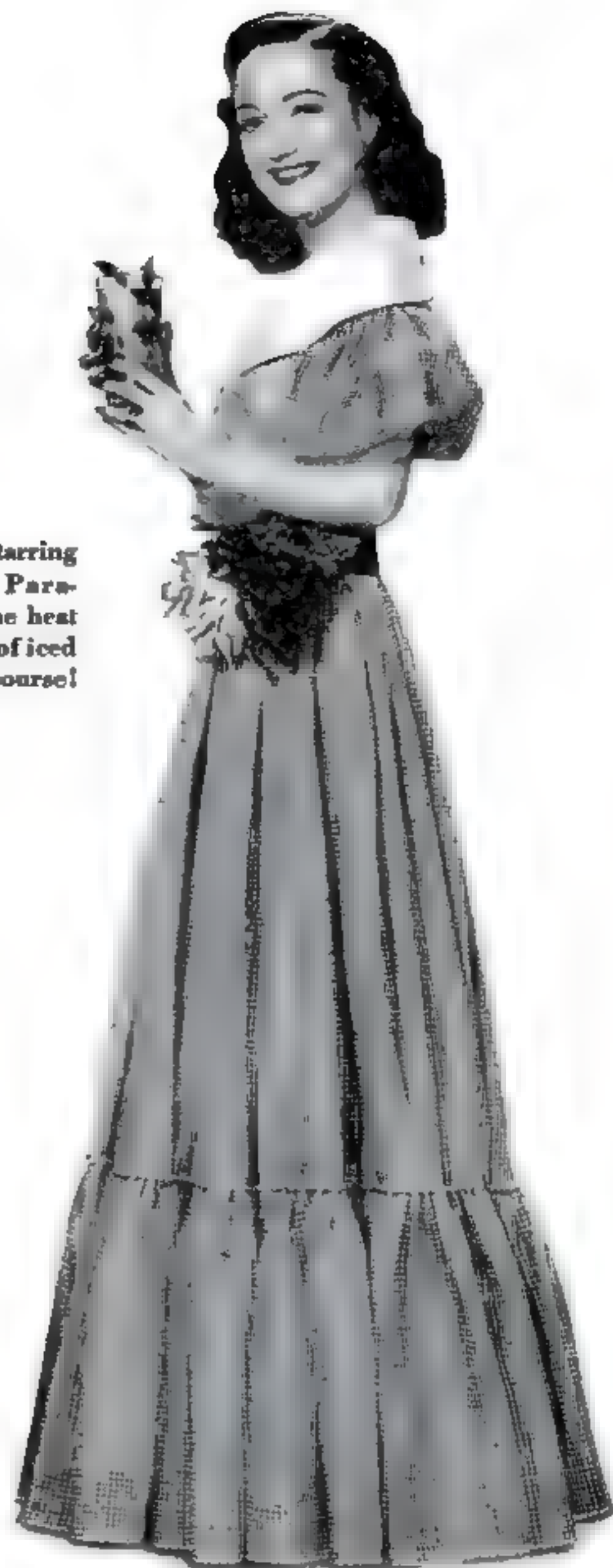
In the film it is a blend of ulcers, babes, gold

With the release of M-G-M's movie, the ad game will probably receive the same sort of national attention which *The Grapes of Wrath* won for Okies seven years ago. According to *The Hucksters*, bigtime advertising is entirely carried on by megalomaniacs and dipsomaniacs in the high-rental areas of New York and Hollywood, two points separated by three nights in a Pullman car and 100 million consumers. Chief connecting link is the teletype, the instrument used to unsnarl the crises which endanger a million-dollar account at least once a day. As the book has it, advertising men are generally deceitful and always harried, mainly by sponsors with no knowledge of show business but definite ideas about what the public wants for entertainment. In fact, ad men seem to have so little time that their leisure activities must be concentrated, meaning that when an account executive knocks off for a cocktail he drinks steadily with both hands to make up for lost time. The traditional adornments of this way of life are \$35,000 salaries, Lincoln convertibles, gin rummy for astonishing stakes, fancy women and country houses which the owner is always too busy to visit.

Confronted by this picture of their industry hucksters themselves are inclined to be wistful rather than amazed. Said one, looking fondly at Deborah Kerr, "Foote, Cone and Belding was never like this."



GIN RUMMY is played endlessly for staggering stakes by Vic while he travels to California aboard the Super Chief, favorite train of the big-deal boys.



● DOROTHY LAMOUR, co-starring in "VARIETY GIRL," a Paramount Picture, beats the heat with a long, cool glass of iced tea—brisk Lipton's, of course!

DOROTHY LAMOUR says:

"For refreshment with a lift...
give me brisk Lipton's...iced!"

"FOR a cooler-offer that's extra satisfying," adds Dorothy, "there's nothing quite like brisk Lipton's-iced."

Yes, Dorothy, there's a certain distinction about Lipton's. And here's why. It's brisk to begin with, thanks to Lipton's own special way of blending. So it "stands up" when iced. Briskness

makes it richer in flavor, fuller-bodied, more refreshing, more exhilarating.

So, why not take a tip from Dorothy and enjoy lots of Lipton's iced? Cost? Trifling! For even as fine a tea as Lipton's costs less than any other drink except plain water. Enjoy the lift and extra pleasure of brisk Lipton flavor.



LIPTON TEA
Brisk flavor
—never flat

SO REFRESHING, IT'S AMERICA'S LARGEST SELLING TEA!



TO START OFF A DAY OF FUN, TANNED LIFEGUARDS AND THEIR GUESTS CHARGE HEADLONG INTO THE SHALLOW SURF TO BREAST LONG COMBERS WHICH ROLL IN



IN A SHELTERED COVE at one end of the beach a quartet of girls splash each other with the creamy foam

whipped up by the water as it sweeps in through crevices in the rocks. Their hosts, in the meantime, were out look-

ing for shellfish for supper. The girls (left to right) are Pat Mooney, Sarah Best, Jo McCabe and Barbara Reed.



FROM SEA OFF SOUTHERN CALIFORNIA'S ZUMA BEACH

Life Goes to a Lifeguards' Party

Expert California swimmers pause between rescues to enjoy the beach

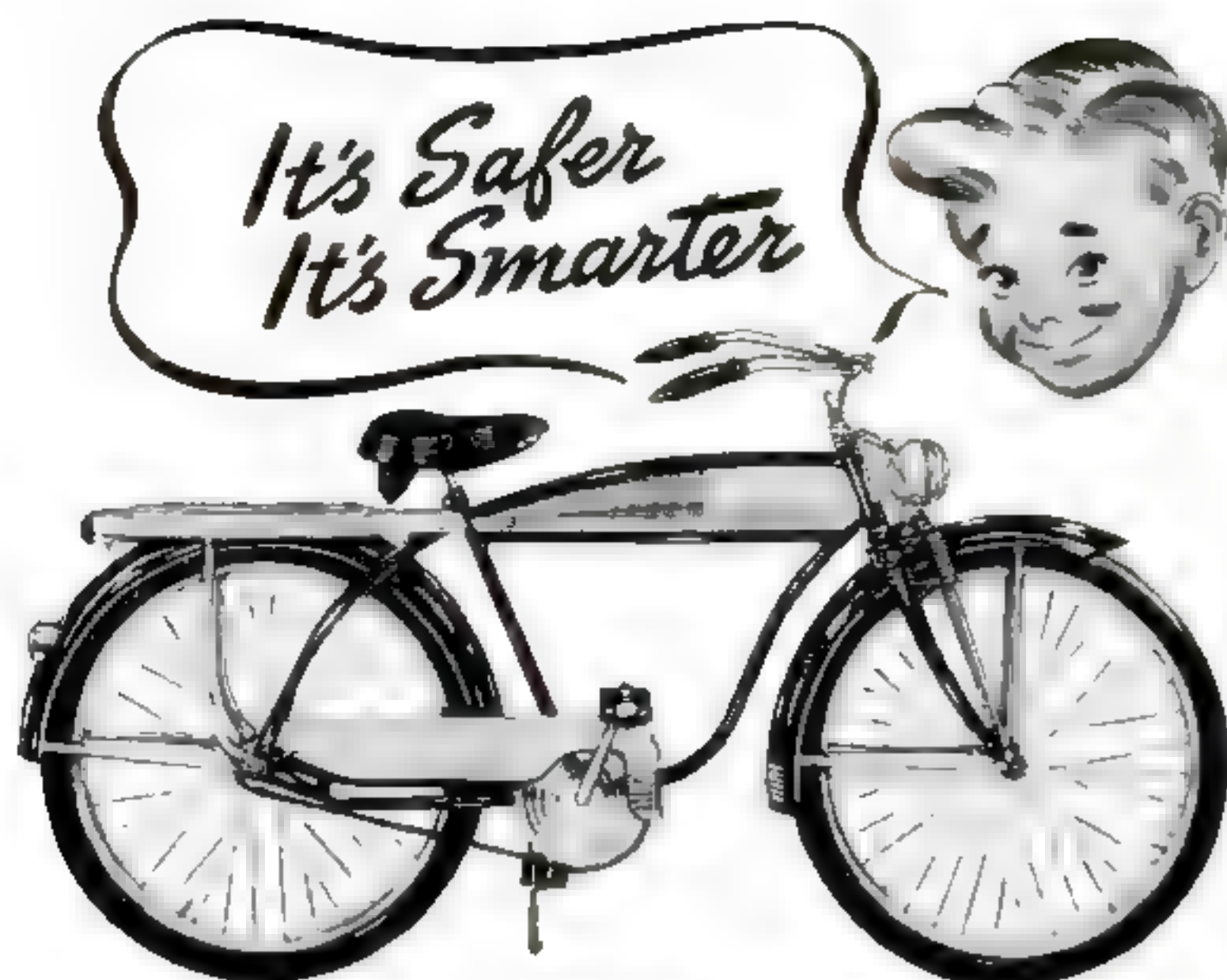
In the eyes of the average, pale-skinned male vacationist a lifeguard is an intolerably handsome fellow who has nothing to do save attract the vacationist's girl. The last part of this impression, however, is false. No idle Idyllians, the Los Angeles County lifeguards shown on these pages having so much fun are some of the 400 who patrol 85 miles of Southern California beaches and who last year rescued nearly 4,000 unwary swimmers.

Last month a few of them were happy to relax on a day off when they invited young members of the crack woman's swimming team of the Los Angeles Athletic Club for a party. With no need to watch over these expert guests the husky hosts splashed into the water (*above*) like kids on a vacation. While some rode the waves on surfboards, others went peepering and played volleyball. Later in the afternoon the guards—many of whom were underwater demolition experts in the war—dive down to offshore kelp beds for "bugs" (lobsters) and abalone (large snailfish). Then girls and guards fished themselves with tender abalone steaks. But because the girls are in training for future swimming meets, the chaperons headed them home when it grew dark.



JEAN BROWN, one of the party's prettiest guests, interrupts a sunbath to peer from behind the wire fencing

which runs the length of the beach. She is 21, a good swimmer, works as fashion model in nearby Los Angeles.



It's the new **ROADMASTER**

Safety and smartness are top-notch features in the new model Roadmaster. Custom built for safer, smoother riding, the new model has the 100% stronger, electronically welded frame... plus such safety accessories as a new combination tail and brake-operated stoplight, a searchbeam headlamp and improved Shockmaster fork. The new Roadmaster sets the pace for styling and beauty... with its long sleek lines... eye-catching automotive colors... sparkling chrome

trim. See it at your dealers. Ask to ride it. Then you'll know why—it's smarter—it's safer—to ride a Roadmaster "America's Finer Bicycle".

THE CLEVELAND WELDING CO.
West 117th St. & Berea Road • Cleveland 7, Ohio



"Did you say
'Why
Wunderhose?'"

That's easy! Wunderhose is what I call my "family stocking." There's a marvelous selection of full-fashioned, no-seam and tailored-seam styles for me. Then there are those special slim-leg stockings for teen-agers—perfect because they don't sag or wrinkle on thin legs.

And the whole family's crazy about Wunderhose anklets—we've got 'em in pastel colors to match all our summer sports clothes.



Wunderhose
SAME STYLES IN
EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

MAKE A WOW!



Tomato juice cocktail with sparkle and zest—that's a WOW! Add a little salt, pepper, a teaspoonful French's Worcestershire to a glass of tomato juice. Mix well—serve very cold.

MAKE A HIT!



The blend of choice ingredients in this famous Worcestershire, aged and mellowed, gives tomato juice a fine rich flavor that tempts appetites! Serve French's with meat, too—adds delicious flavor to stews, casseroles.



**NO BETTER
WORCESTERSHIRE SAUCE
AT ANY PRICE**

Lifeguards' Party CONTINUED




THE BOYS LAUNCH A DORY in the surf to give the girls an ocean ride. Later a rough breaker stood the boat almost on its end, spilling out the crew.



PADDLING OUT on a surfboard is 17-year-old Zoe Ann Olsen, national springboard diving champion, who hopes to catch a wave to ride in to shore.



RIDING IN on a wave, Miss Olsen gets some pointers on the tricky art of surfboarding from Lieut. Pete Peterson, Pacific Coast surfboard champion.



A myriad rainbows have smiled
across a storm-dulled world . . .
but never a one so full of radiance as
that which holds a promise for her
love. With just such sudden joy, her
diamond will reflect her heart's
fulfilment. The engagement ring-stone
should be one apart, and chosen
just for her. It need not be of many
carats, for color, clarity, and cutting
also will contribute to its beauty
and value. Be sure to seek the
advice of a trusted jeweler.

De Beers Consolidated Mines, Ltd.,
and Associated Companies.



ONE-QUARTER CARAT \$95 TO \$210



ONE-HALF CARAT \$230 TO \$500



ONE CARAT \$600 TO \$1165



TWO CARATS \$1400 TO \$2900

The prices above for unmounted quality stones were averaged from a great many stores in April, 1947. Add 20% Federal tax.



Copyright 1947 Kinsey Distilling Corp.

**Kinsey highballs can't be beat
To take the edge off August heat!**

Any highball will help get your mind off the heat. But a Kinsey Highball makes the process more enjoyable... because Kinsey is an especially smooth, delicious whiskey. And so rich in flavor that neither soda nor ice cubes can dilute its excellent taste. Here's how:



Pour one jigger of light, flavor-full Kinsey into a glass full of ice cubes. Add ginger-ale, soda or plain water... and get set to beat the heat!

Couldn't you go for one of those tall, tempting and terrific Kinsey Highballs right now? Well... what are you waiting for?



A BLEND.
86.8 Proof. 65% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.



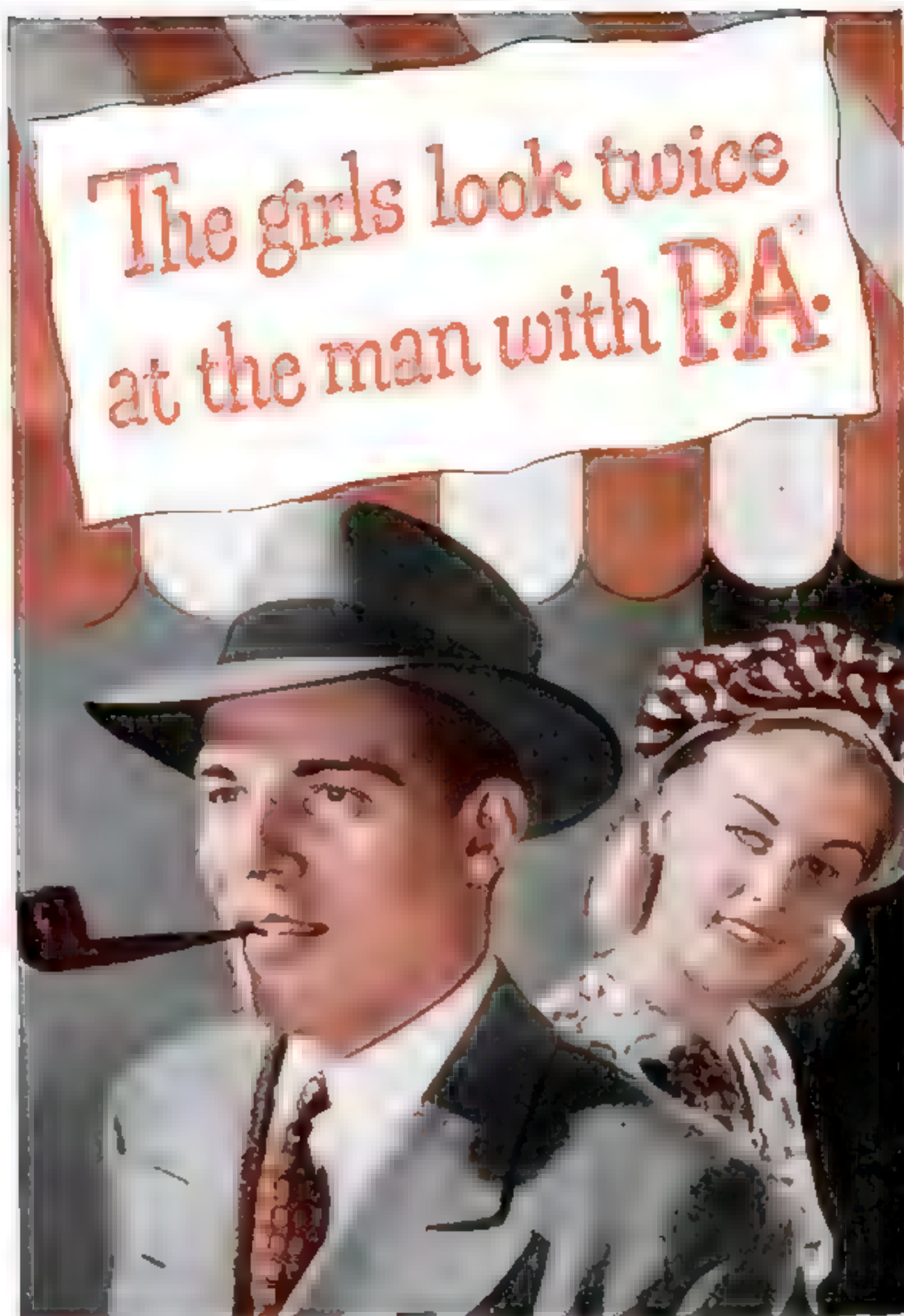


A SEAWEED HAIRDO adorns the head of Joan Dodd, Los Angeles Athletic Club free-style swimmer, as she clowns knee-deep in the surf in a rocky cove.



LIFEGUARD

INTO A JEEP belonging to Lifeguard Don St. Hill, eight girls pile for the ride back along the beach. None of the girls had ever been in a jeep before



P.* means **Pipe Appeal**
A. means **Prince Albert**

A man with a pipe gets *extra* attention... for there's something so *masculine* about men smoking pipes. Women find it appealing.

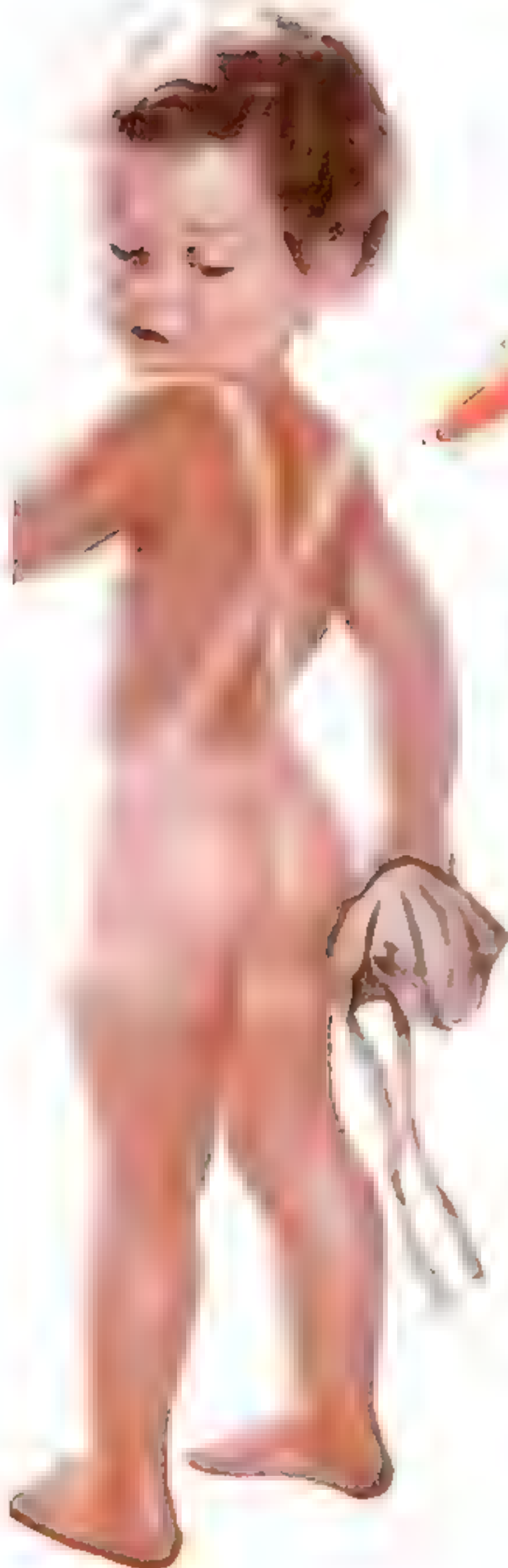
A man with a pipeful of Prince Albert tobacco gets real smoking joy and comfort. P.A. is specially treated to insure against tongue bite. It's mild and easy on the tongue. Try crimp cut Prince Albert — and you'll see why more pipes smoke Prince Albert than any other tobacco!

R. J. Reynolds Tobacco Company
Winston-Salem, N. C.



UNBURN the BURN

-FAST!



Don't fool yourself—sunburn is a *burn*. So *treat* it as a burn. Use a real *burn* remedy—apply soothing, cooling Unguentine. Almost instantly, Unguentine goes to work on sunburn in *three* ways:

1. It relieves pain

Unguentine acts as a local anesthetic, soothing the burned area.

2. It fights infection

Unguentine is both antiseptic and germicidal.

3. It promotes healing

Unlike many preparations offered for burns, Unguentine does not retard regeneration of tissue.

P.S. It's great for lots of other Summer-time skinjuries, too—scrapes, scratches, ordinary insect bites and irritations.

In tubes or jars at all drug stores



DO AS MANY DOCTORS DO!

UNGUENTINE*

"The First Thought in Burns"

A Norwich Product

Norwich

©Reg. U. S. Pat. Off.

MISCELLANY



PICTURED IN THE ARCHWAYS OF THE CLOISTERS, NEW YORK'S MUSEUM



MEDIEVAL LOOK

Designer gets new fashion theme from LIFE's essays on Middle Ages



OF MEDIEVAL ART, ARE TWO NEW D'AULAN MEDIEVAL EVENING DRESSES

In reading through LIFE's essays on the Middle Ages (April 7, May 26), Designer André d'Aulan noted with interest that the ideal medieval woman was tall, slender and serene. She did not trot or run, over-eat or drink and dressed accordingly in slim, flowing, unpadded draperies. To whatever degree the modern American woman follows or disregards these maxims of good behavior, she does fit the physical requirements and, reasoned d'Aulan, would look wonderful in medieval clothes. Therefore he adapted some of them to modern needs, decorated them with heralds' shields and called his fall collection the "Medieval Look."

CONTINUED ON NEXT PAGE

*"But I didn't say tissues . . .
I said KLEENEX!"*



It's not the same thing at all—bridled Mother. Look. This is the only face I have—and I intend to take care of it. With a 2-0-f-t tissue. A Kleenex Tissue. Good heavens—how many times do I have to tell you that Kleenex isn't another name for tissues?



Your Mother's right—for once! Pop chimed in. Kleenex is different. Take this box. Does it say Kleenex? No! Does it serve up tissues one at a time—so you don't have to fumble for 'em? No! So? Before you mistake other tissues for Kleenex—think twice, son!

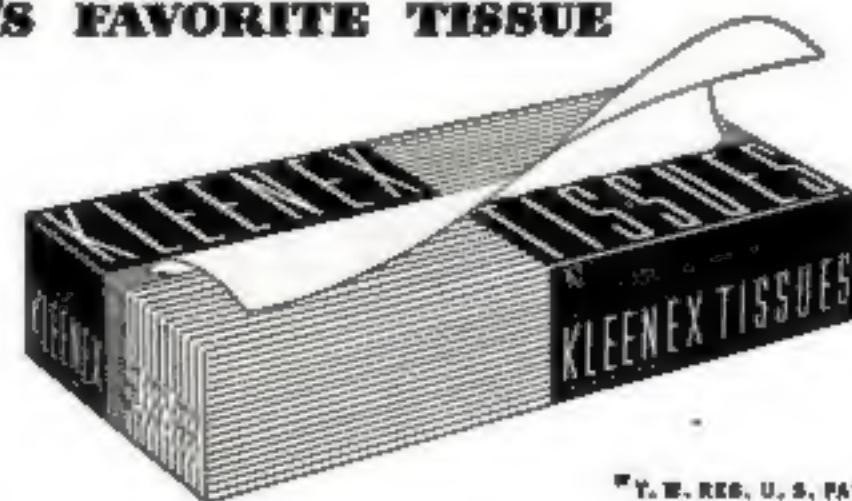


I've got my NOSE to think of! blurted Sis. Talk about a raw deal! Jeepers—all day I've been quietly dying for some dreamy, soft Kleenex for these sniffles. And what happens? Smarty-pants, here, hands me ordinary tissues—when my nose knows there's no other tissue just like heavenly Kleenex!



I'll learn you! winked Uncle Joe. Hold this gen-u-wyne Kleenex Tissue to a light. See any lumps, or weak spots? Never. You see Kleenex quality come smilin' through—always the same—so you can bet Kleenex is plenty soft. And husky! Your eyes tell you there is only one Kleenex.

Now I know... There is only one KLEENEX*
AMERICA'S FAVORITE TISSUE



*U. S. REG. U. S. PAT. OFF.

Portable
Radio
Owners!

More
PLAYING TIME
Fewer
BATTERY CHANGES

with

"EVEREADY" BATTERIES!

GET MORE out of your portable radio... give it the finest battery power that money can buy: "Eveready" "Mini-Max" radio batteries. You get *more listening hours... more full-volume operation*. And you *save money* because, with *extra-energy built in*, your batteries last longer. Ounce for ounce, the greatest energy producers... size for size, the most compact, "Eveready" "Mini-Max" batteries are different in design from all others. Get them *always* for long, trouble-free service!

**IT TAKES POWER—NOT SIZE
—to make an All-American!**

"Small in body—terrific in energy"... that's the story of Frank Hinkey, 145-pound Yale end of the '90s. Smashing the interference... bringing the ball-carrier down with a crash was his specialty. And no opponent ever forgot being tackled by this little bundle of dynamite. In football... in radio batteries too, it's *what's inside* that counts. Size alone can be just waste space! "Eveready" "Mini-Max" flat-cell batteries are filled with energy-making material—not inert pitch or cardboard.



SEE THE DIFFERENCE!

← Ordinary battery contains pitch, cardboard, and air...wasted space between round cells!



← "Eveready" "Mini-Max" battery is tightly packed with active materials—more energy in flat cells.



NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

UCC

EVEREADY
TRADE-MARKS
MINI-MAX
RADIO BATTERIES

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

Medieval Look CONTINUED



CAPELET derived from a knight's hood becomes d'Aulan's "hug-me-tight" shoulder. In the dress at left it is embroidered. Capelet at right is beaded lace.



GOLD-CROCHETED CAPELET is the only decoration on long, tight dinner dress. A slit up front to the knee gives modern touch. It is priced at \$175.

Every drop

Tastes its Age

ANCIENT

AGE

Every drop

Evenly matured

Straight

Kentucky

Bourbon



Look for...

AA

ask for... "Double A"

This magnificent, straight Kentucky bourbon
from the House of Aged Whiskies
comes to you today in a temporary bottle.

Every drop is the same, evenly-matured

Ancient Age you enjoyed before the war.

This whiskey is 5 years or more old, 86 proof.
Schenley Distilleries, Inc., Louisville, Ky.





Happy hour...Have a Coke

You can get your fun and sun right in your own back yard...or you can make for the beaches and the wide-open spaces. But whatever spot you pick, one thing that healthy relaxation always calls for is the

pause that refreshes with ice-cold Coca-Cola.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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